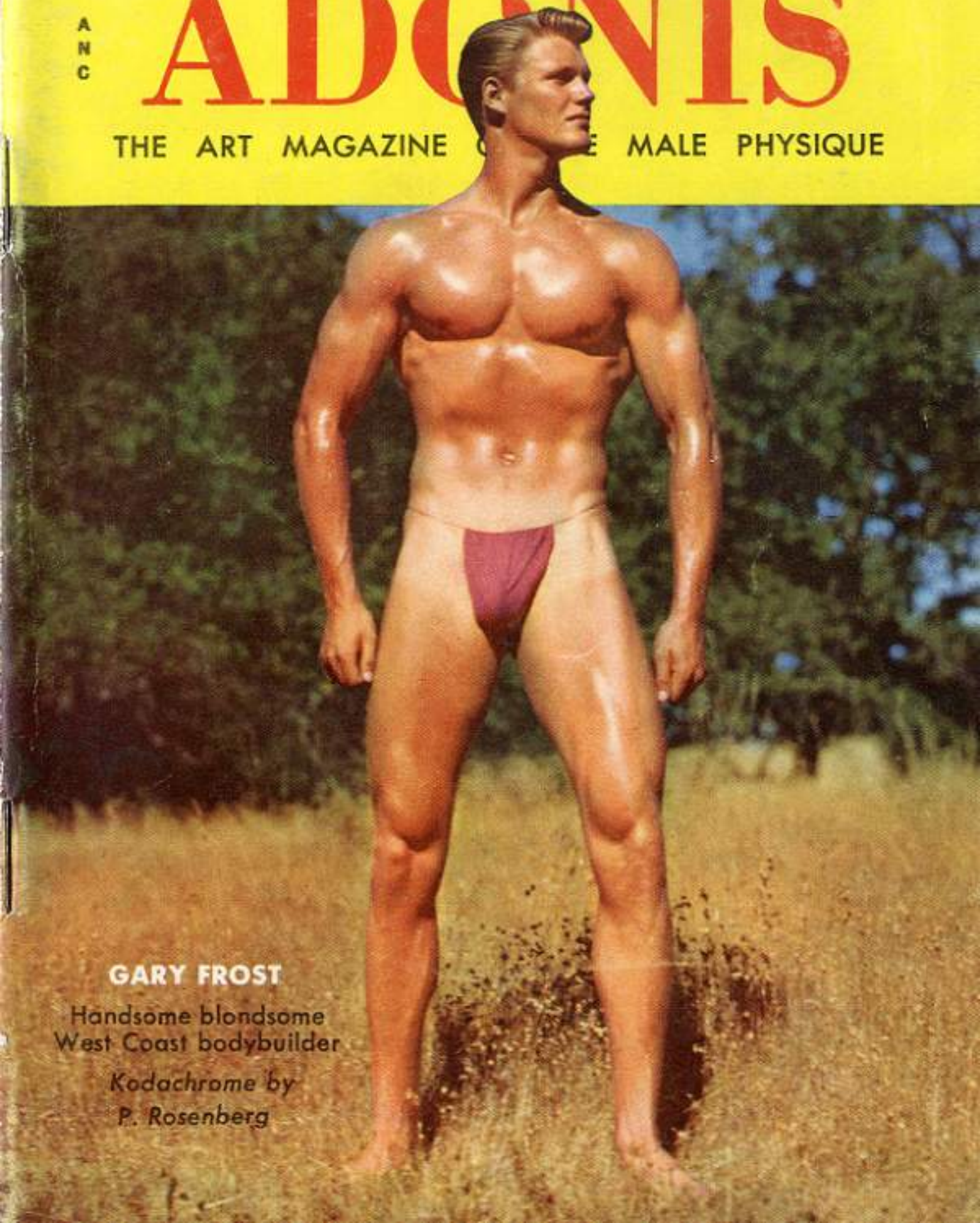
JULY/25¢

ANC

ADONIS

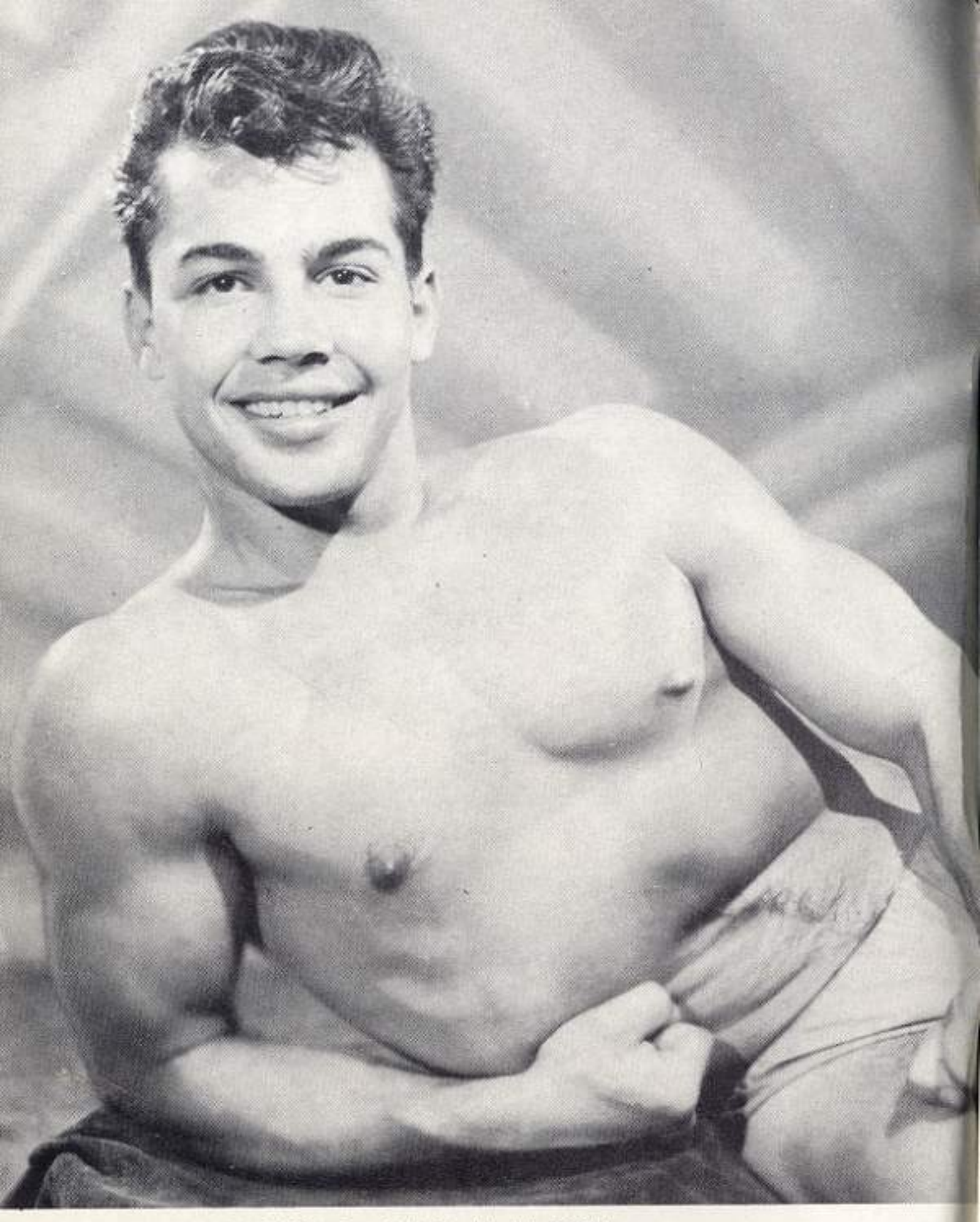
THE ART MAGAZINE OF THE MALE PHYSIQUE



GARY FROST

Handsome blondsome
West Coast bodybuilder

Kodachrome by
P. Rosenberg



ROY CHUM by Athletic Model Guild
A smiling young hunk o' man

2/3 1956 35¢

Foreword

ESTHETICALLY YOURS

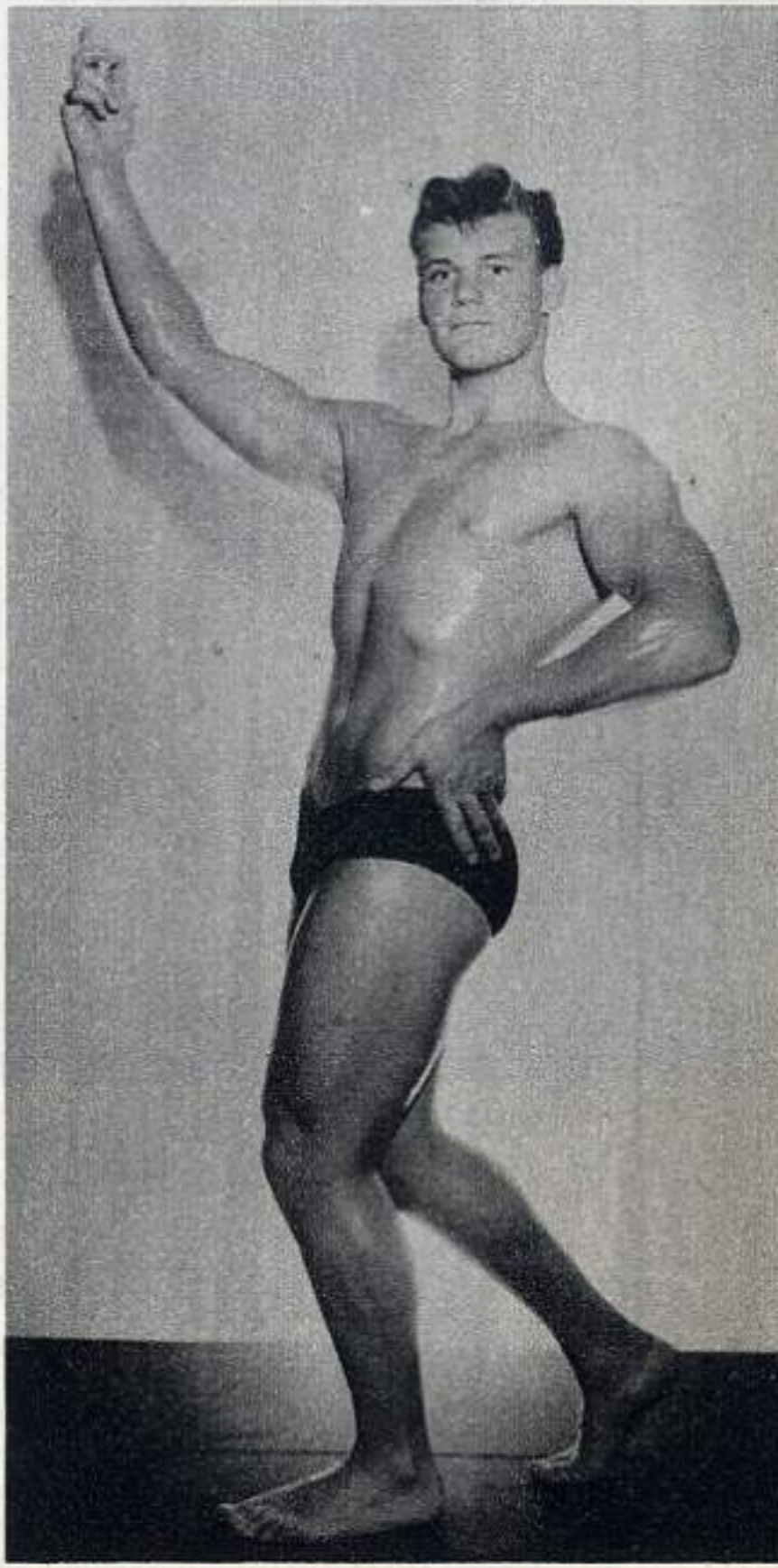
Twelve . . . an even dozen are the magazines now published by this organization.

For the bodybuilder both MUSCLE POWER and MUSCLE BUILDER survey this ever-growing field, and bring to you the most advanced and scientific knowledge of this popular sport. For the French-speaking people of Canada we publish *SANTE ET FORCE,* which parallels our own MUSCLE POWER magazine.

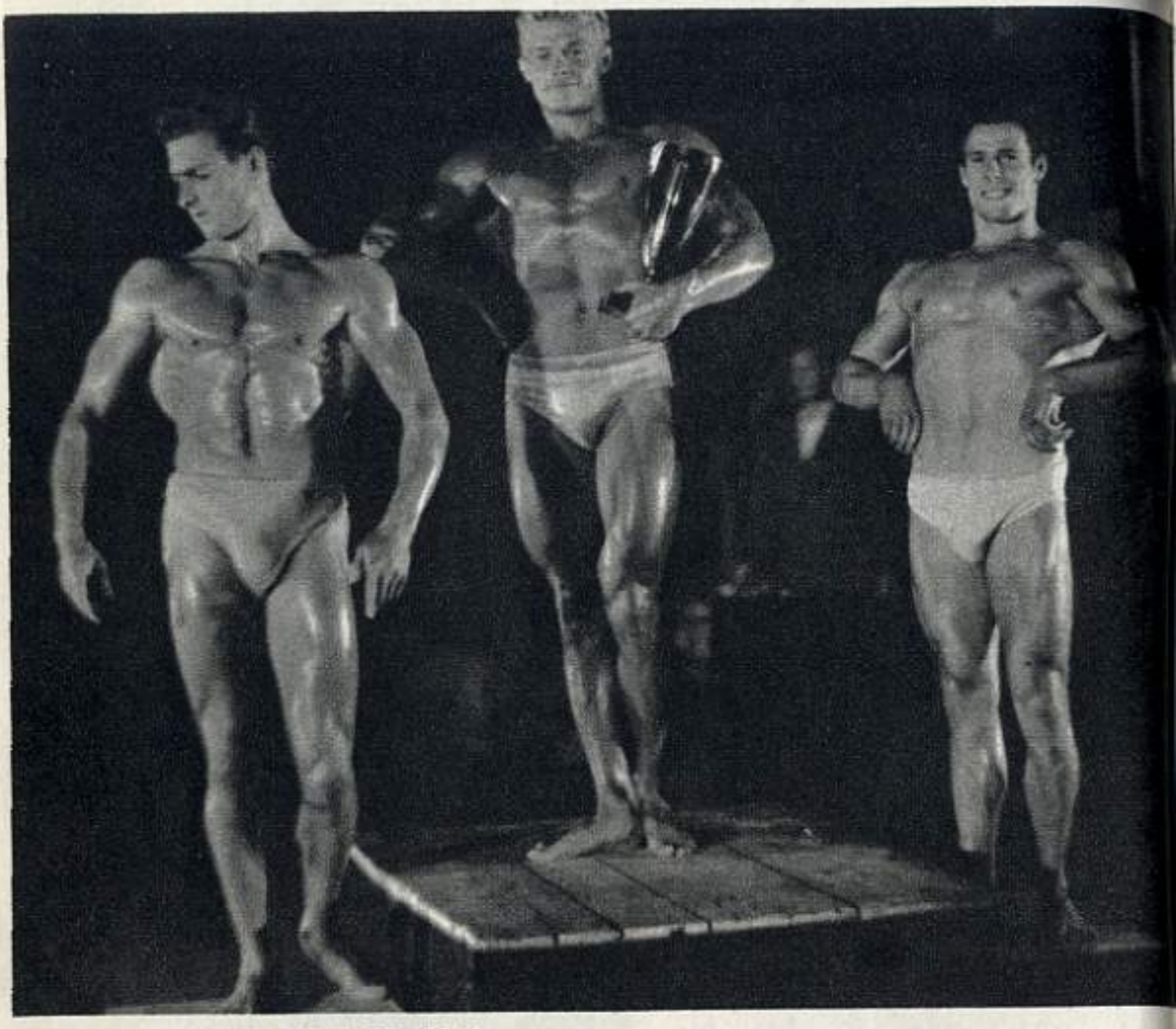
For those who enjoy spectator sports, there is BOXING AND WRESTLING, written with an experienced eye on "what's new" and "what's good" for these related sports.

In the field of pure entertainment, readers the world over revel in the bizarre of TRUE WEIRD STORIES, the excitement of FURY, the call of nature in OUTDOOR ADVENTURES, and the exoticism, mystery, and chal-

(*Continued on page* 50)



SANFORD ALCORN by Dave Martin
Teen-age bodybuilder of the month



MR. FRANCE, 1948
Robert wins his first title

Golden Days

"Oh, talk not to me of a name great in story;
The days of our youth are the days of our glory;
And the myrtle and ivy of sweet two-and-twenty
Are worth all your laurels, though ever so plenty."
(LORD BYRON)

Many people have been kind enough to write us critiques of our magazines, but one of the most cordial letters we have received comes from Mr. Huertbise Fauré of Montreal, Quebec, who writes . . . "One of the most pleasant features of your magazine is that you devote a gallery of several pictures to a certain bodybuilder. In so doing, one is constantly delighted at being a kind of spectator in the growth and development of that person.

"There is a famous French bodybuilder, whose picture I once saw, taken when he was just a boy . . . his name is Robert Duranton, and I wonder if you could give us a kind of recreation of his life through pictures?"

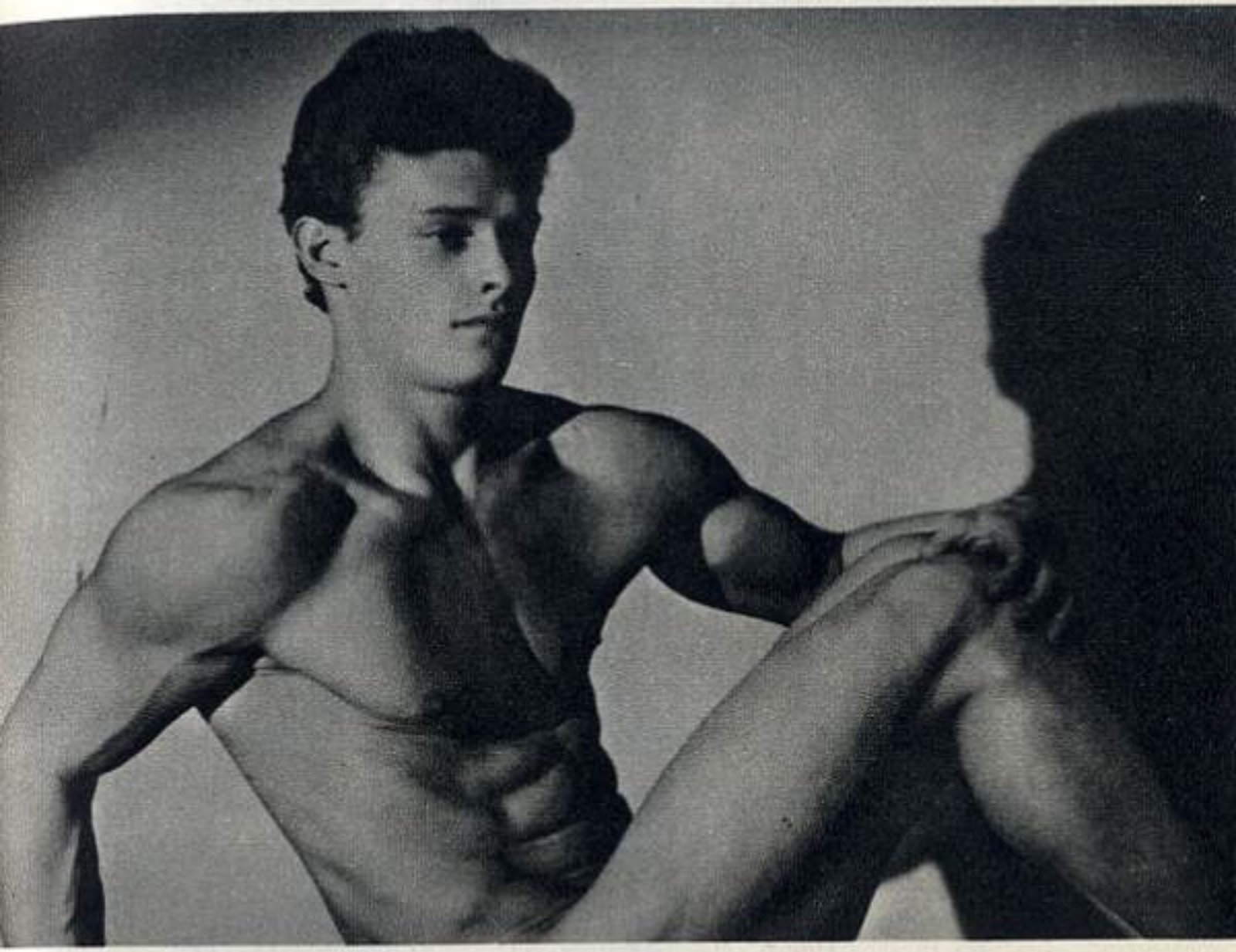
We are happy to oblige, Mr. Fauré, for Duranton is a favorite of ours too. Too little credit has been given him for his many accomplishments.

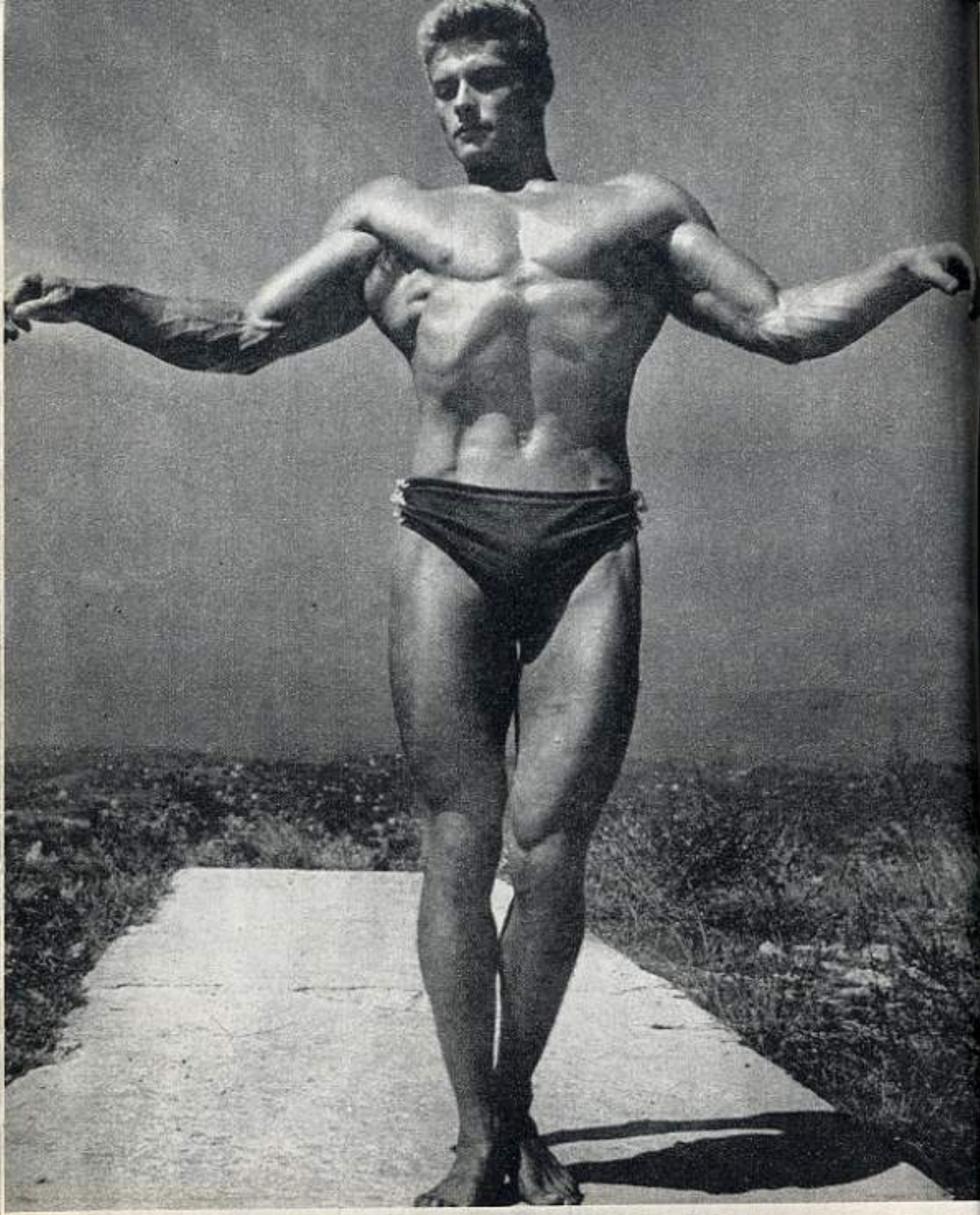
Perhaps you all would like to hear a (*Continued on page* 60)

AS HE APPEARED AT THE
MR. NORTH AMERICA SHOW

ROBERT DURANTON by Arax (Paris)
In his salad days at 18

ADONIS FLOWERS INTO MANHOOD AT 19





LE PLUS BEL ATHLETE DU MOND, 1948
On the Cote d'Azur, just above Nice

BOOK ENDS Vulcan
Wayne Sullivan (left) and Bill Rudolph

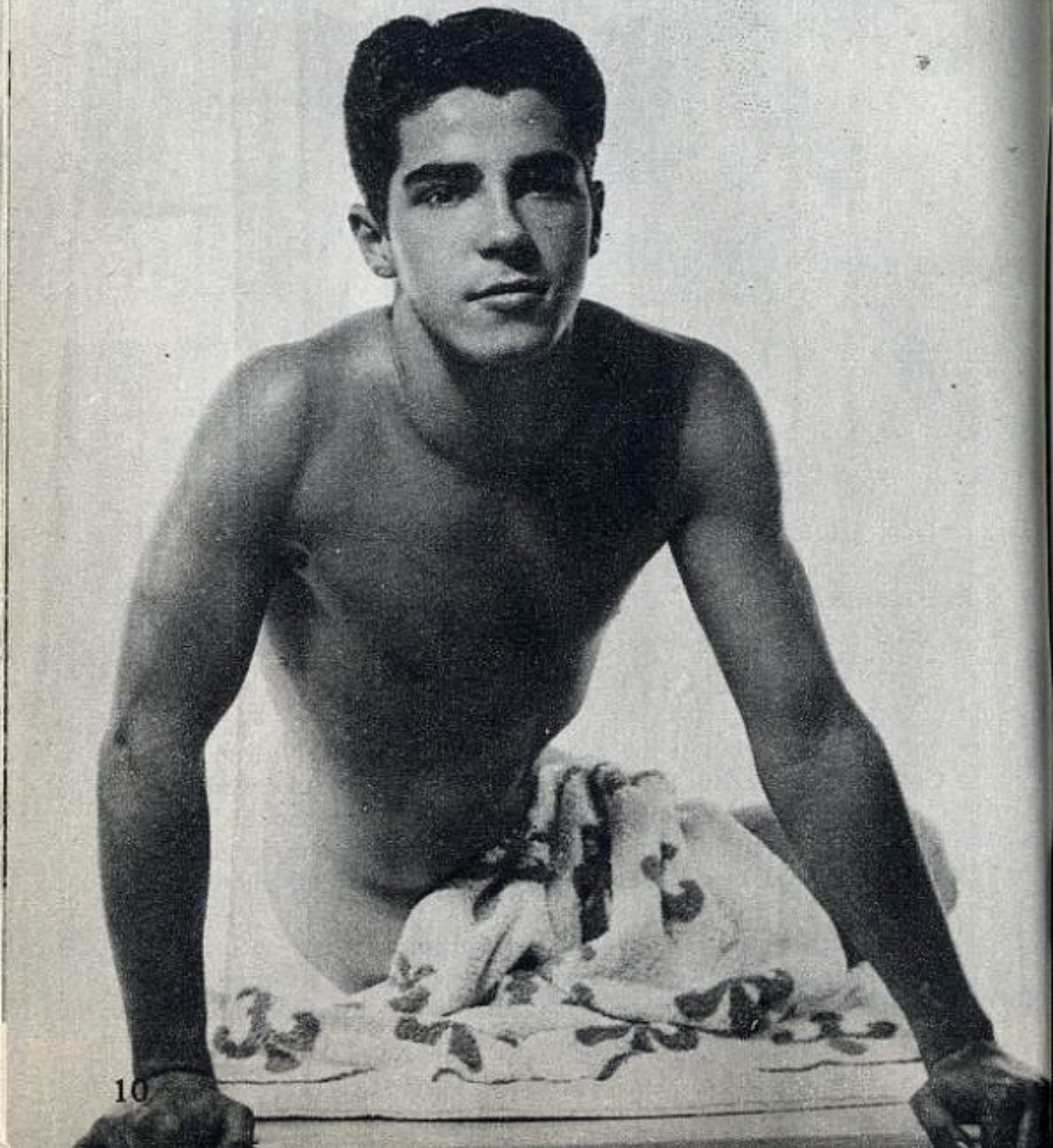
vulcan rampant

High and mighty is the name of VULCAN. The Vulcan of Greek mythology forged thunderbolts heard round the world. Our present-day Vulcan, a handsome young man, though far less godlike than his namesake, is busily engaged in forging new ideas and new departures in artistic physique photography.

Less than a year in operation, yet so fabulous has been its success, that this popular studio has outgrown its modest birthplace. Tony of Vulcan tells us that he has leased a sumptuous, scrumptious, and frabjous (*Continued on page* 63)

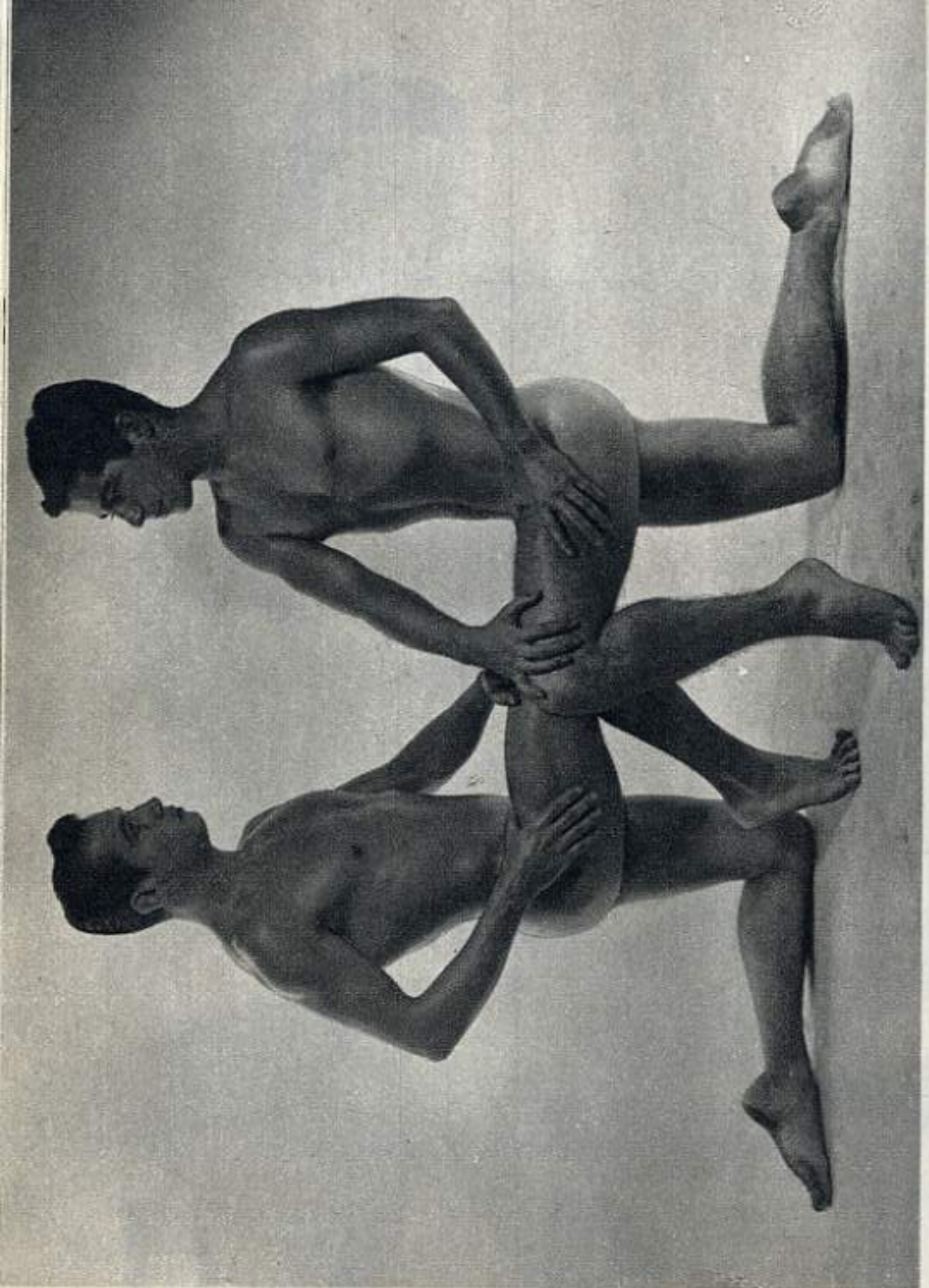
WAYNE SULLIVAN Vulcan

As Irish as his Irish name



MODUS ANTIQUUS

A modern variation of a Grecian theme

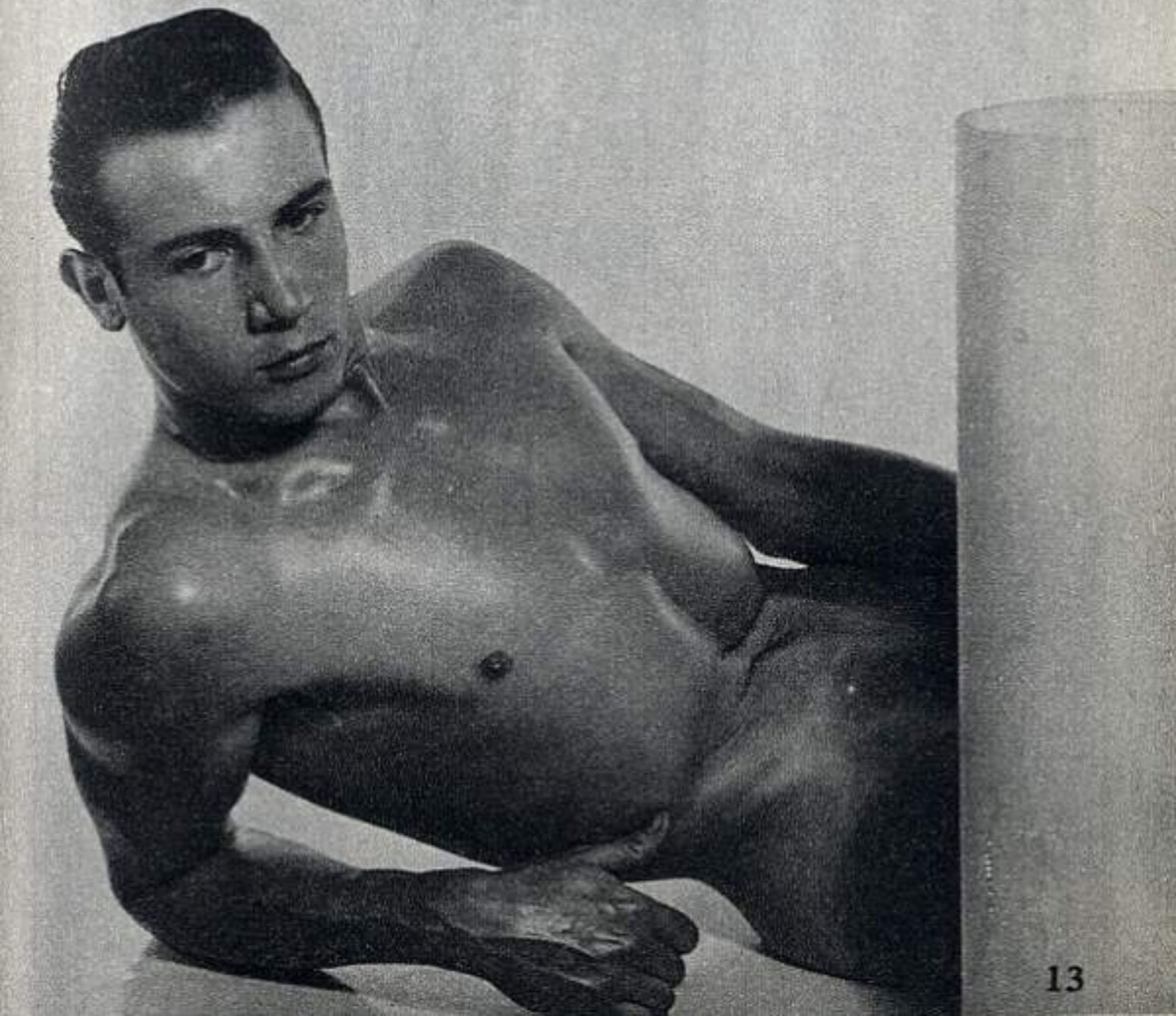


PLANE GEOMETRY

A dual study in diagonals and curves

BILL RUDOLPH

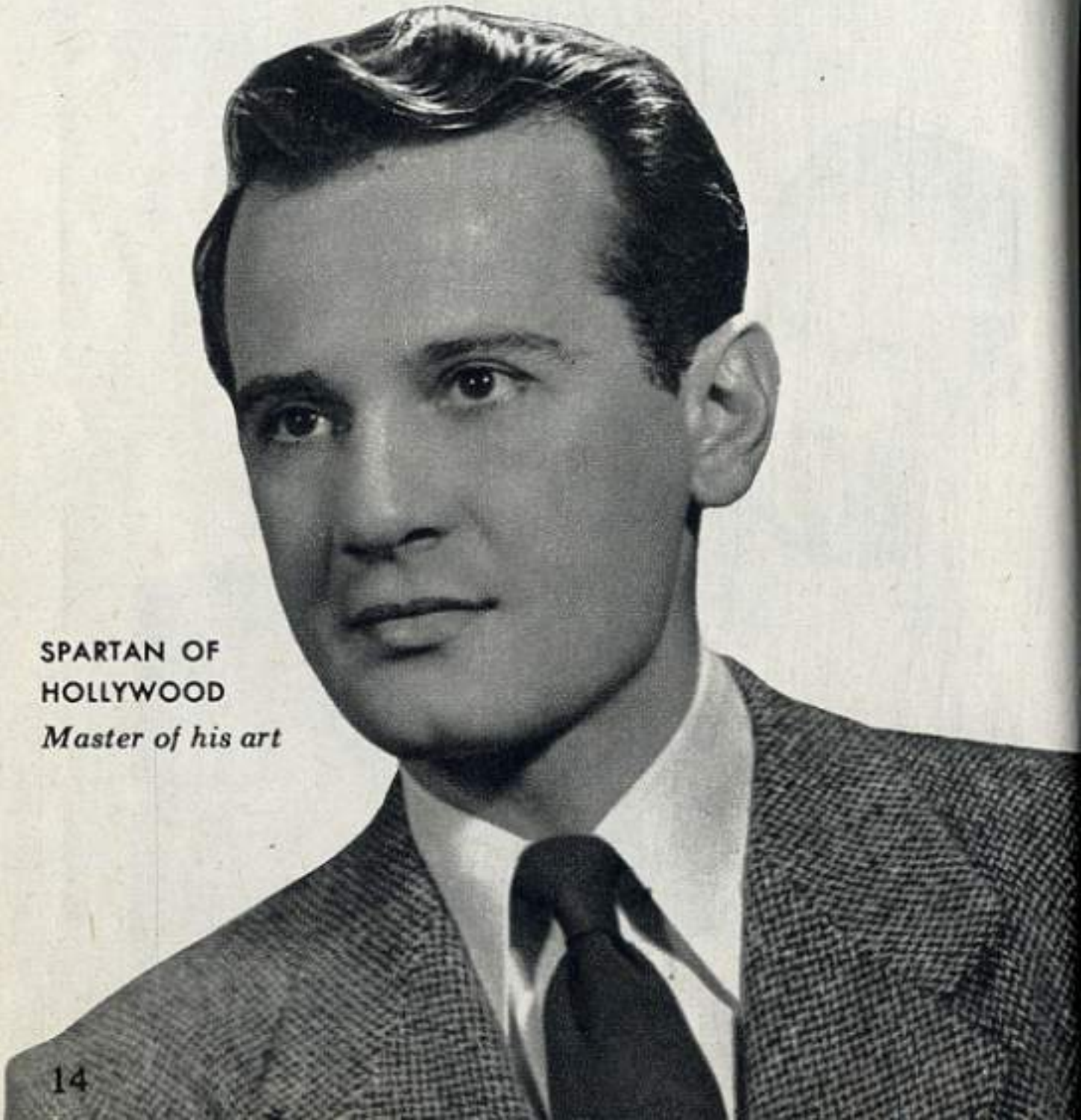
Vulcan catches the pensive side of Bill's personality



The "Spartan" Life

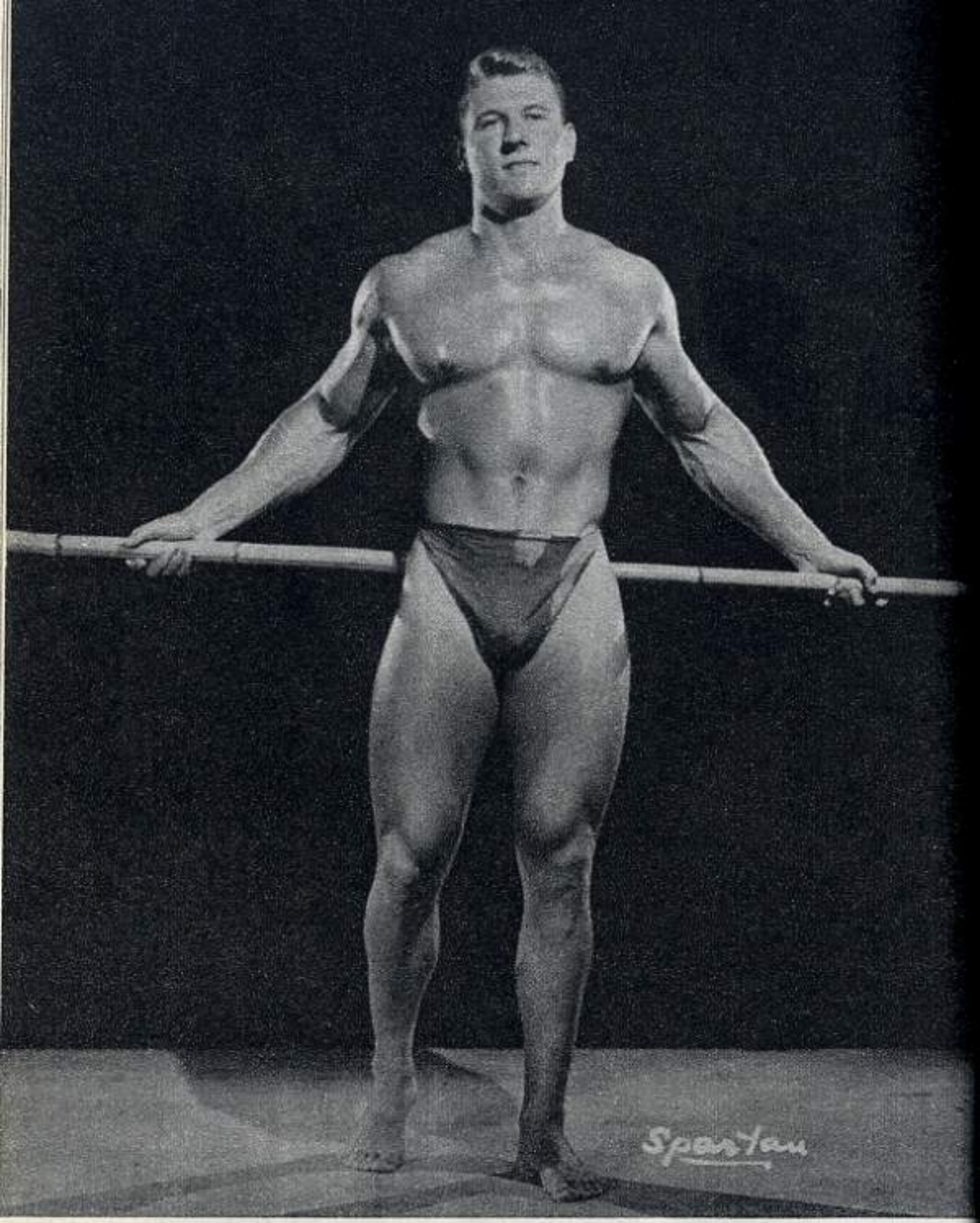
You've seen his wonderful camera studies in every issue of our magazines . . . you've admired his beautiful lighting, his choice of sets, and above all, the grace of his models, and the essence of glamour they seem to exude.

His name is Spartan, and we'd like to take this opportunity to introduce him personally to (*Continued on page* 62)



SPARTAN OF HOLLYWOOD
Master of his art

BOB ROME by Spartan
Note the balletic grace of this pose

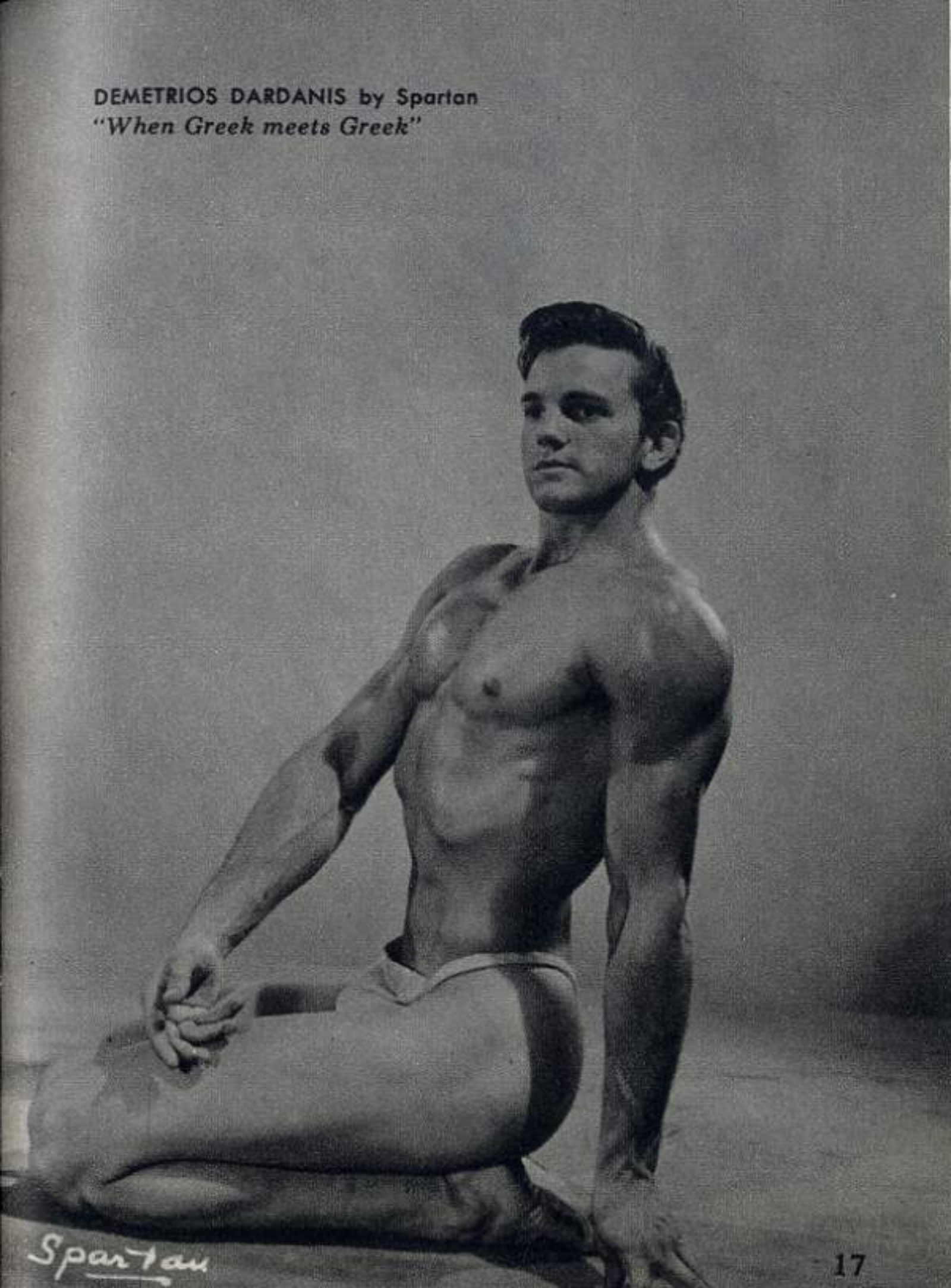


ERNIE HOFFMAN

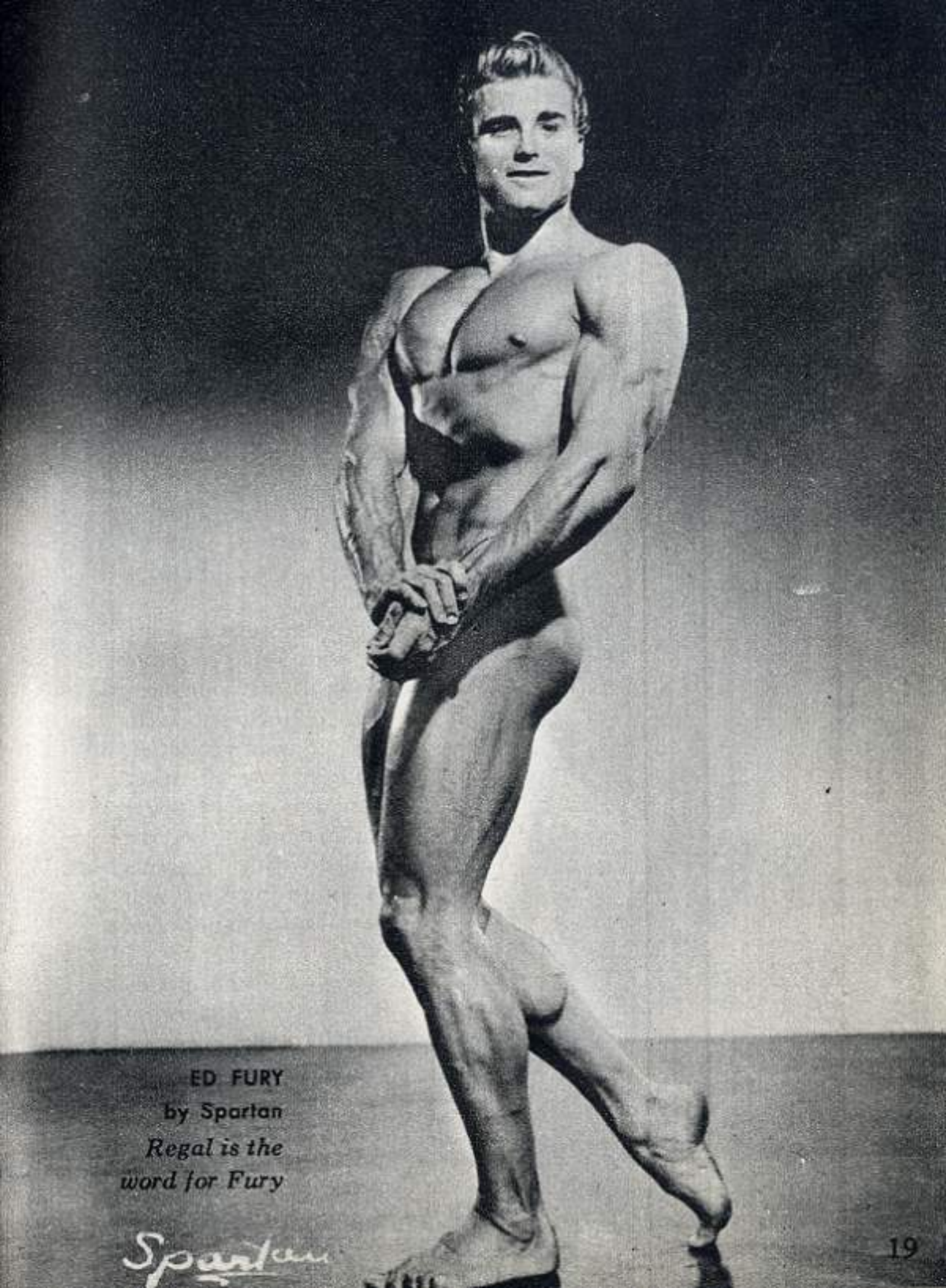
Spartan gives us a study in harmonious symmetry

DEMETRIOS DARDANIS by Spartan

"When Greek meets Greek"



BOB McCUNE *Body beautiful who is now a champion wrestler*



ED FURY
by Spartan
Regal is the word for Fury

Spartan

MAN OF
THE DESERT

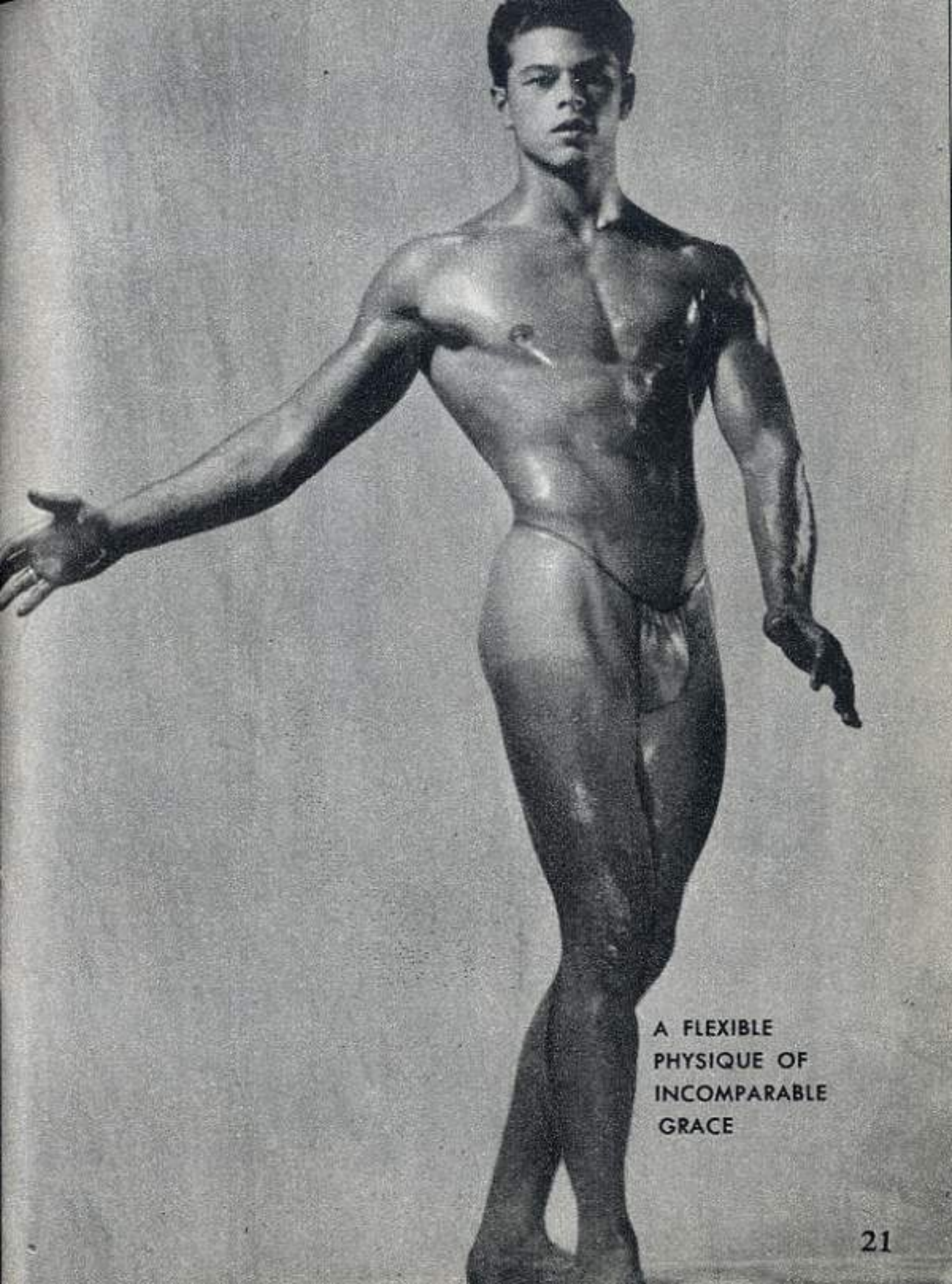
"ZARO"

Some time ago we ran across a photograph of a 19-year-old body-builder named Zaro Rossi. How it came into our possession no one knew . . . presumably it had arrived with an assortment of physique studies.

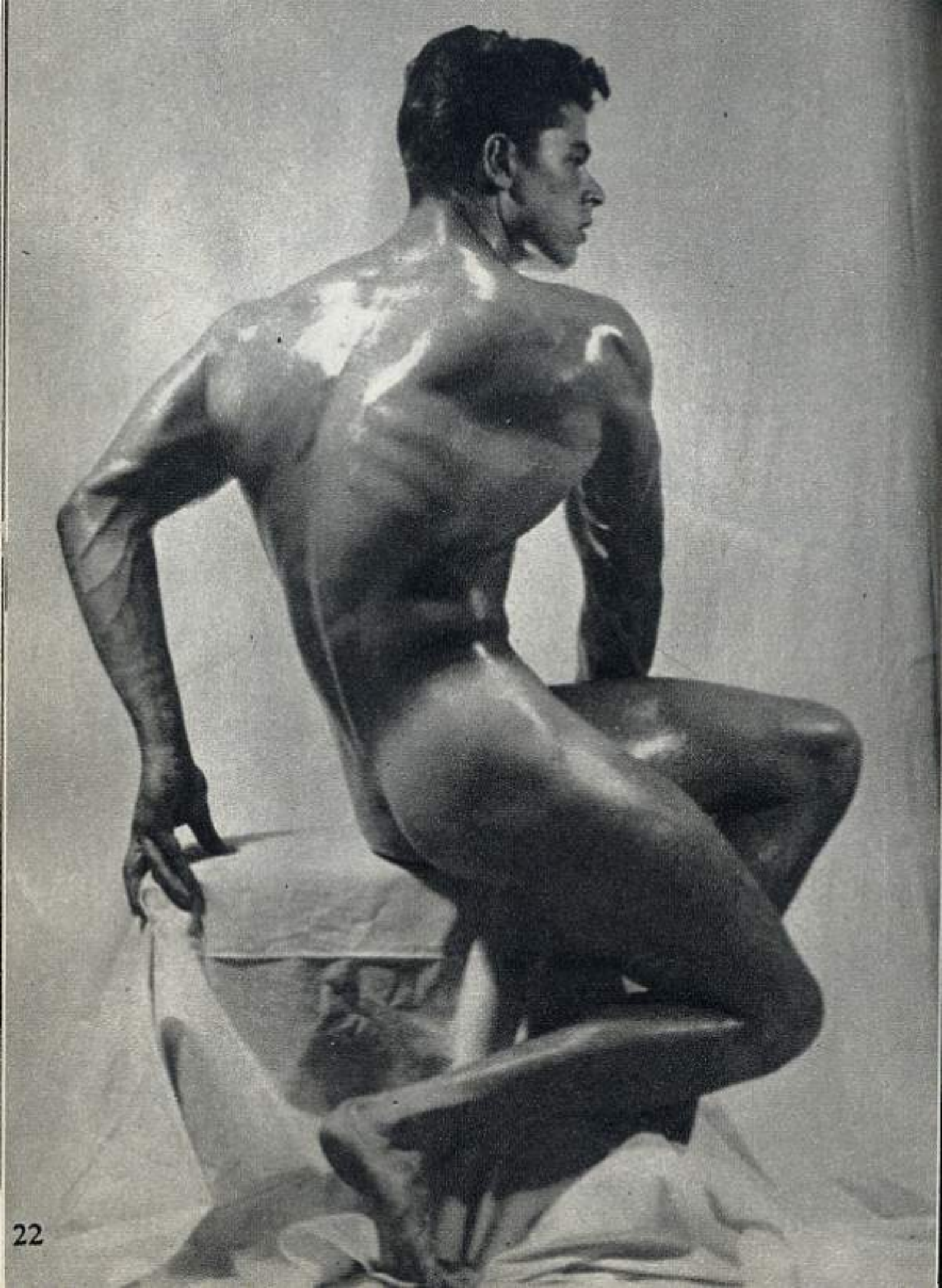
So impressed were we with this "barefoot boy with cheek of tan", that we included it in one of our galleries. Well! . . . we've never heard the end of that!! Our mails soon became glutted with requests for more pictures and more information on Zaro.

With no other prints of this *wunderkind* available, we sent a frantic SOS to our good friend Quaintance in Phoenix, Arizona. The ever-obliging George immediately came to

(*Continued on pg.* 48)

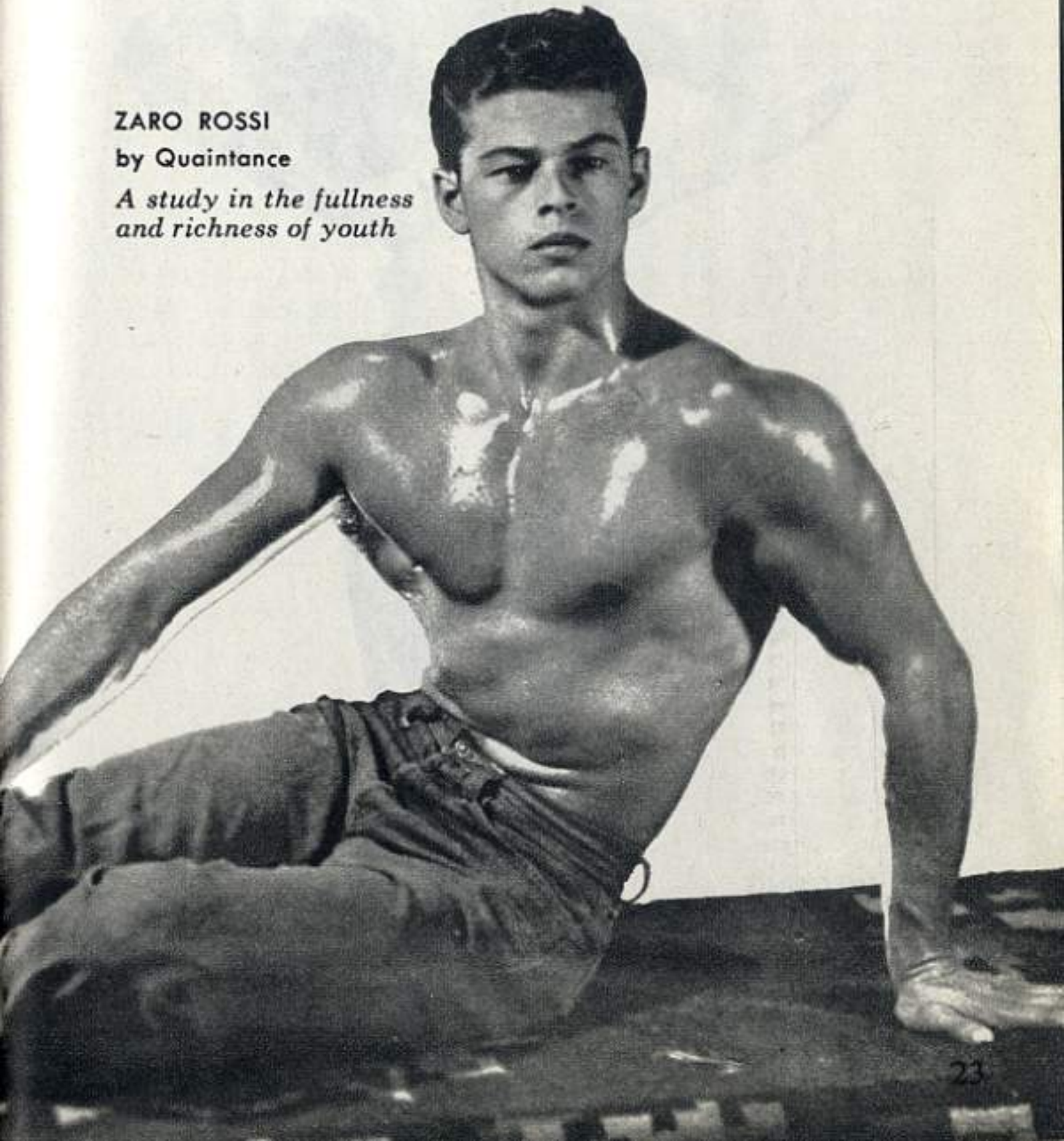


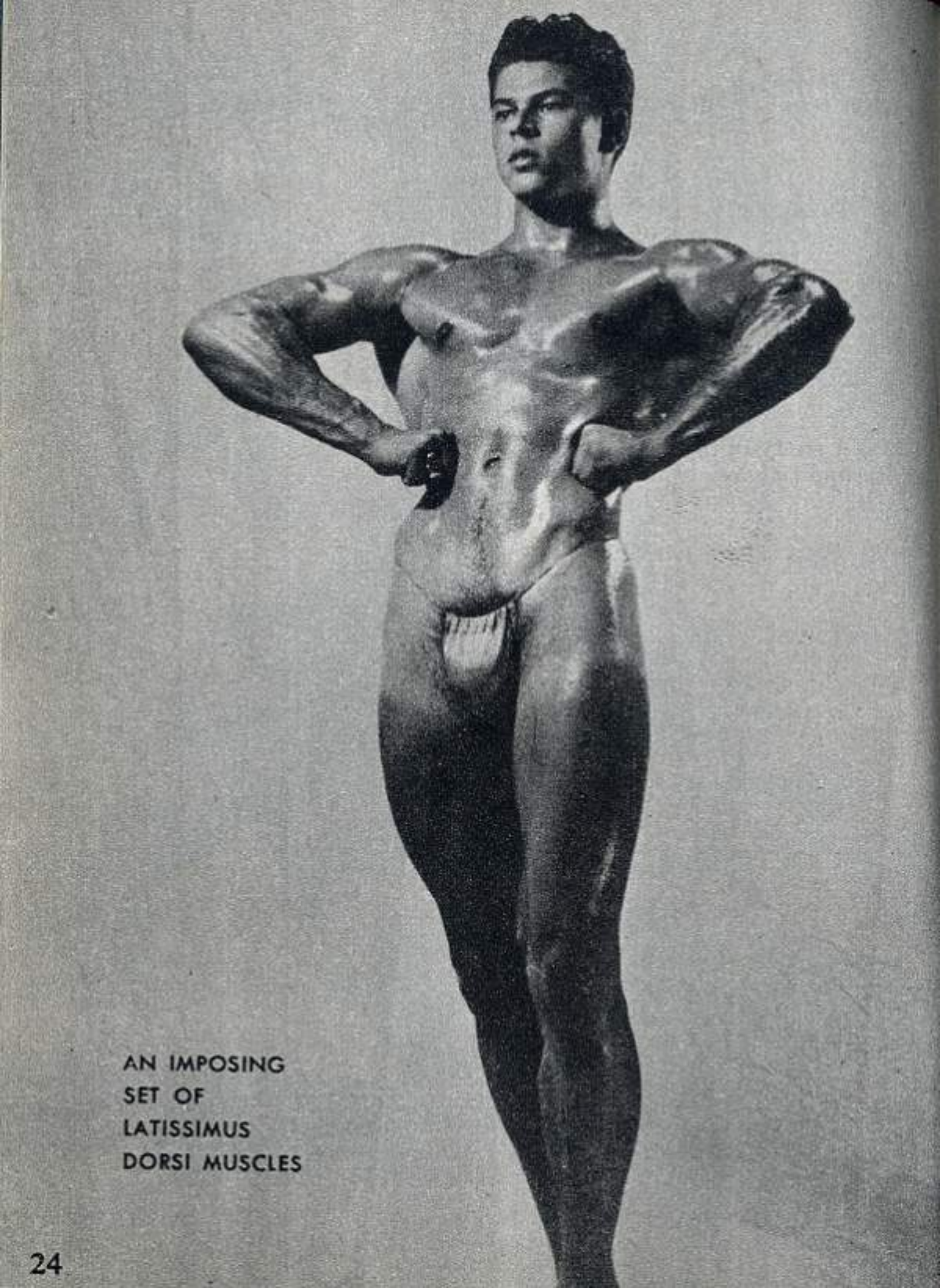
A FLEXIBLE
PHYSIQUE OF
INCOMPARABLE
GRACE



ZARO SHOWS US THE BROAD SWEEPING TAPER OF HIS BACK

ZARO ROSSI
by Quaintance
A study in the fullness and richness of youth



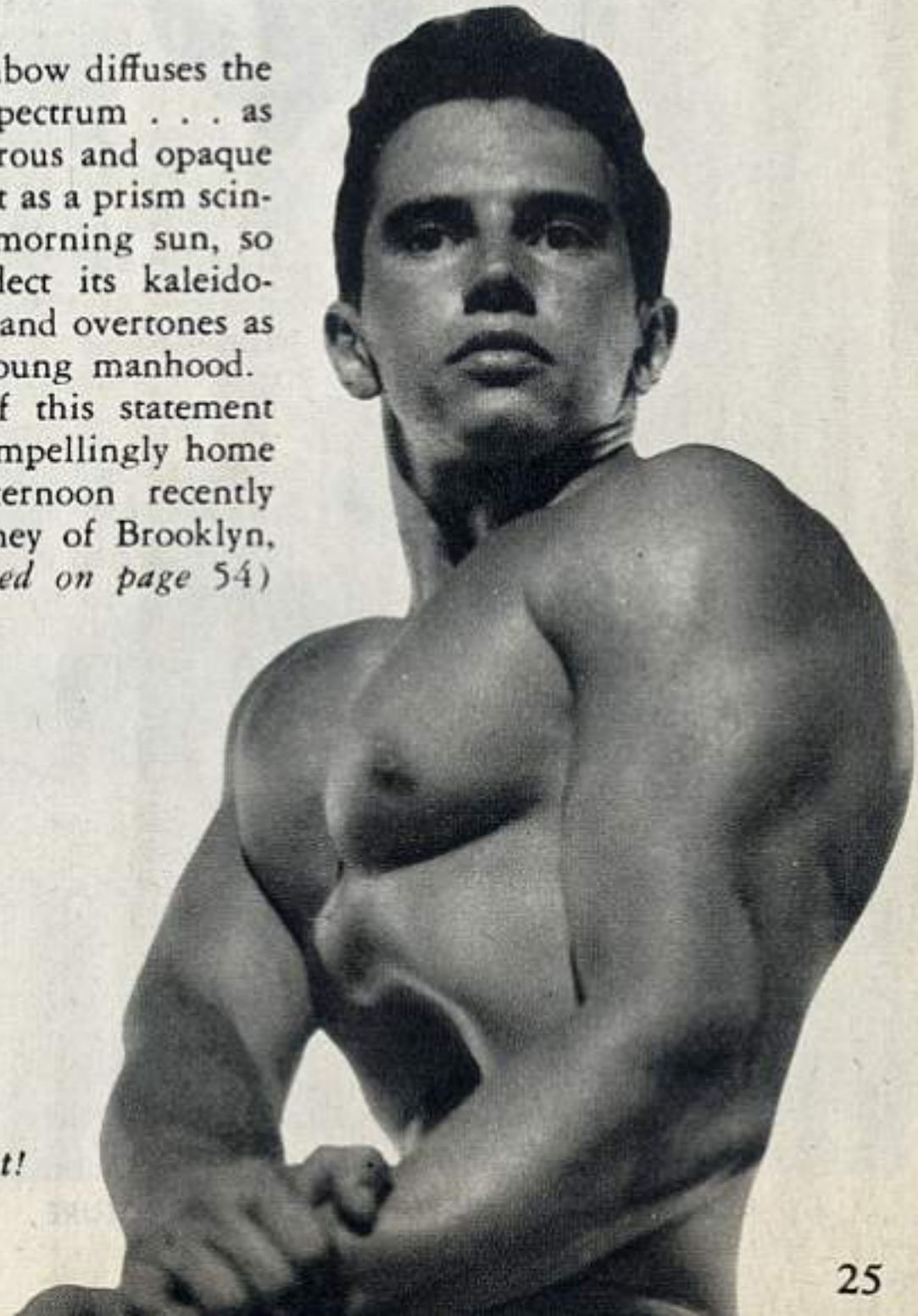


AN IMPOSING
SET OF
LATISSIMUS
DORSI MUSCLES

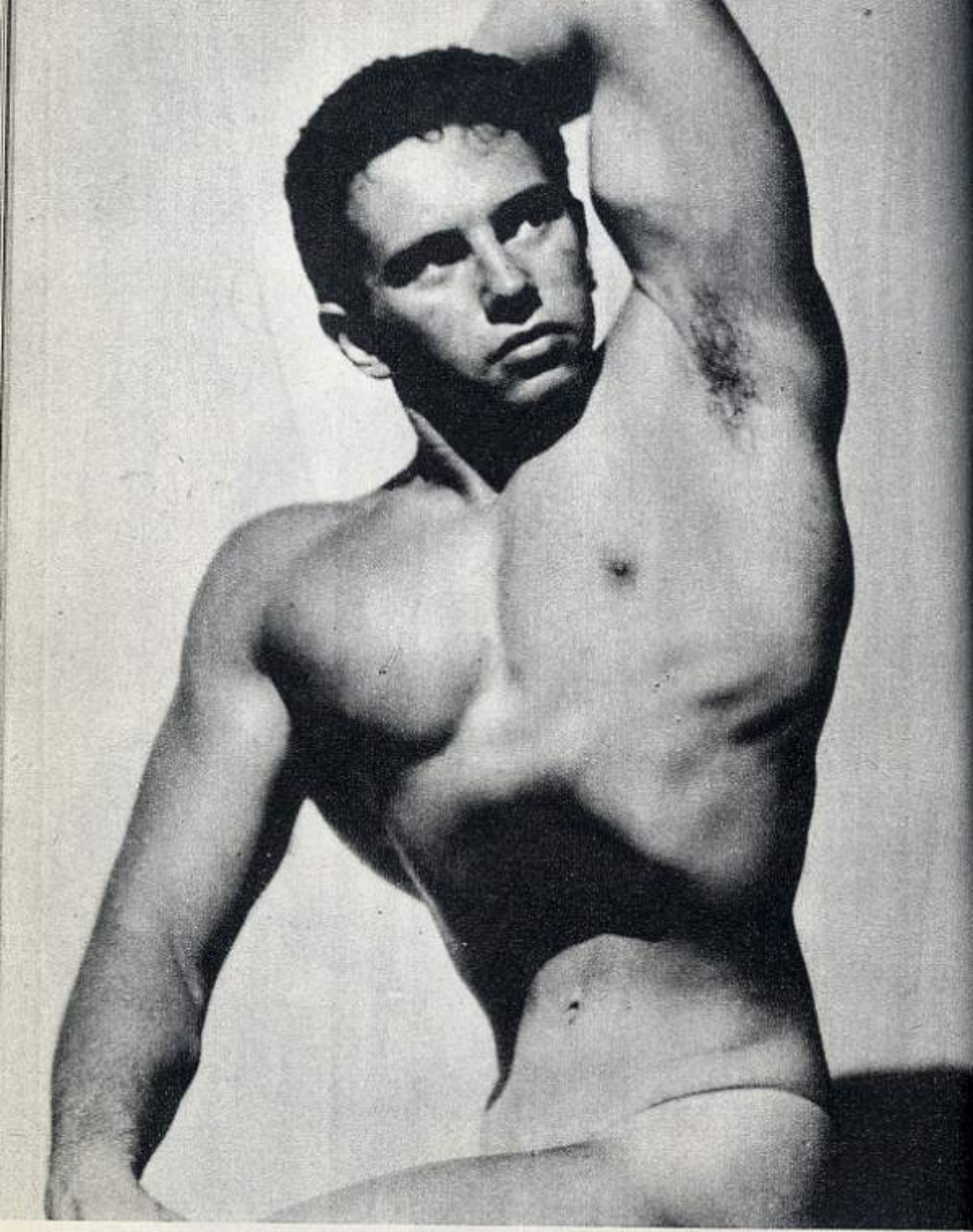
The IRIDESCENT ADOLESCENT

Just as a rainbow diffuses the colors of the spectrum . . . as opals grow lustrous and opaque by turns . . . just as a prism scintillates in the morning sun, so does youth reflect its kaleidoscope of colors and overtones as it flows into young manhood.

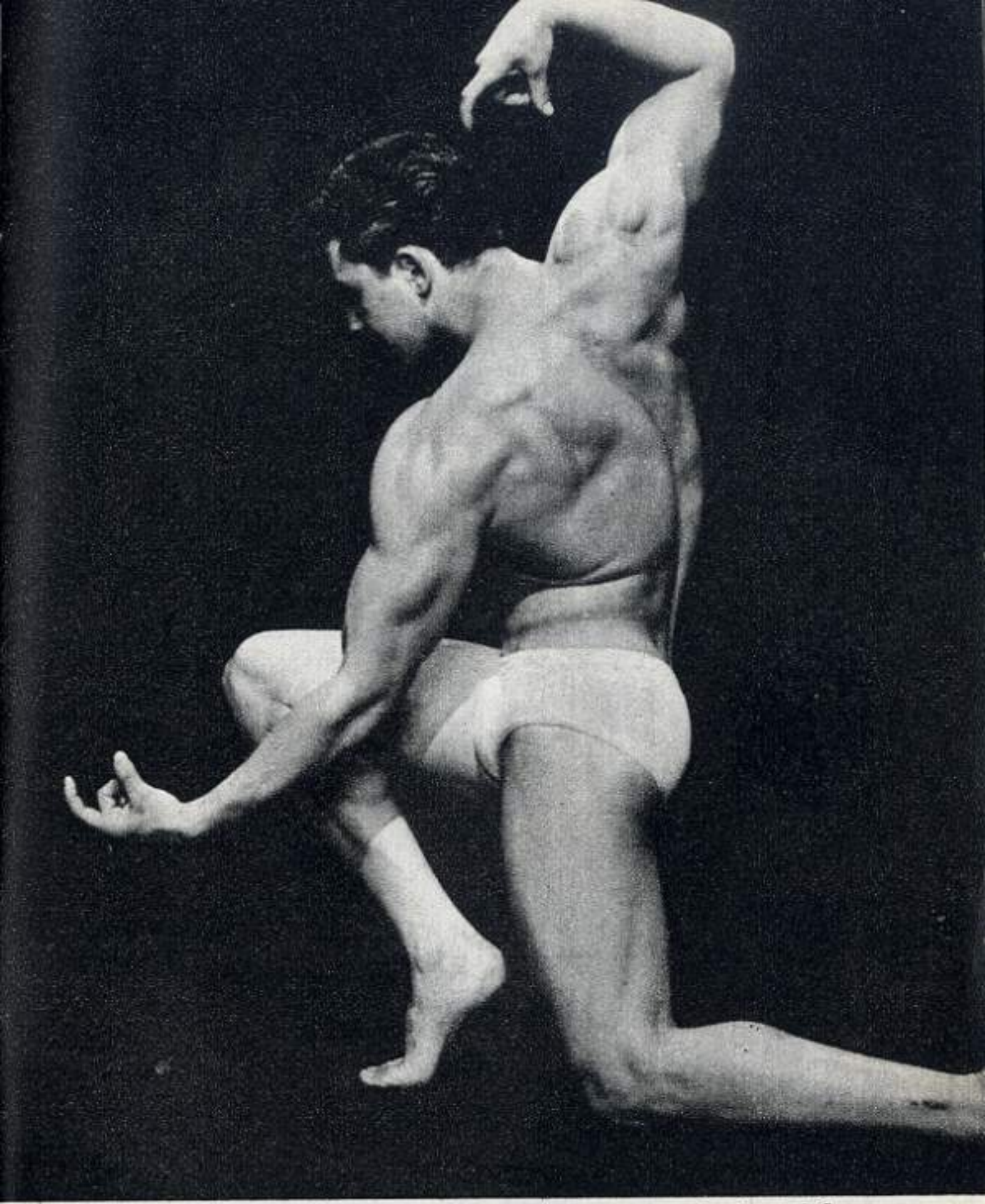
The truth of this statement was brought compellingly home to us one afternoon recently when Jack Sidney of Brooklyn, New (*Continued on page* 54)



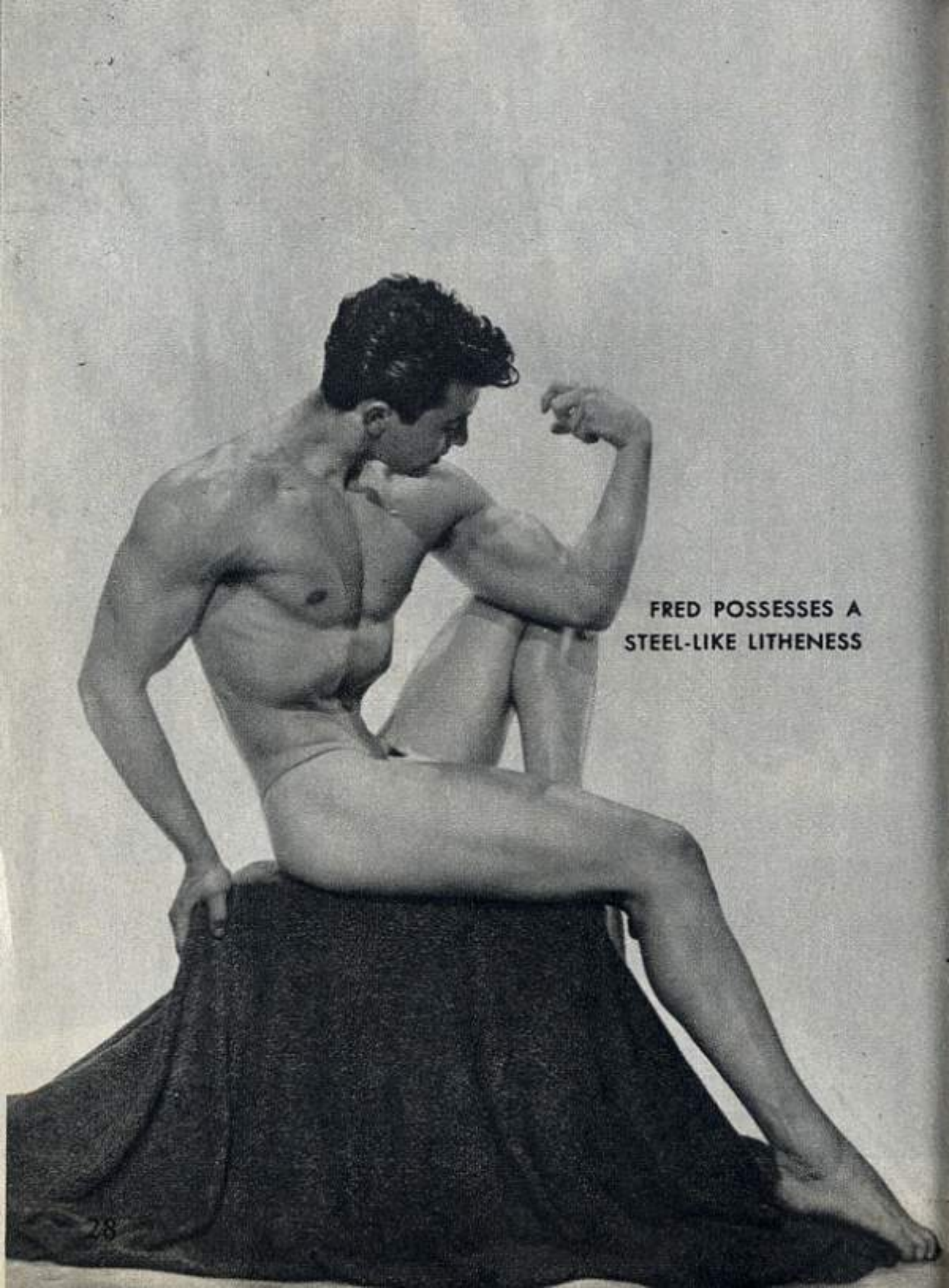
DON MESEL
by Sidney
Look at that massive chest!



DON DISPLAYS HIS HERCULEAN STRUCTURE

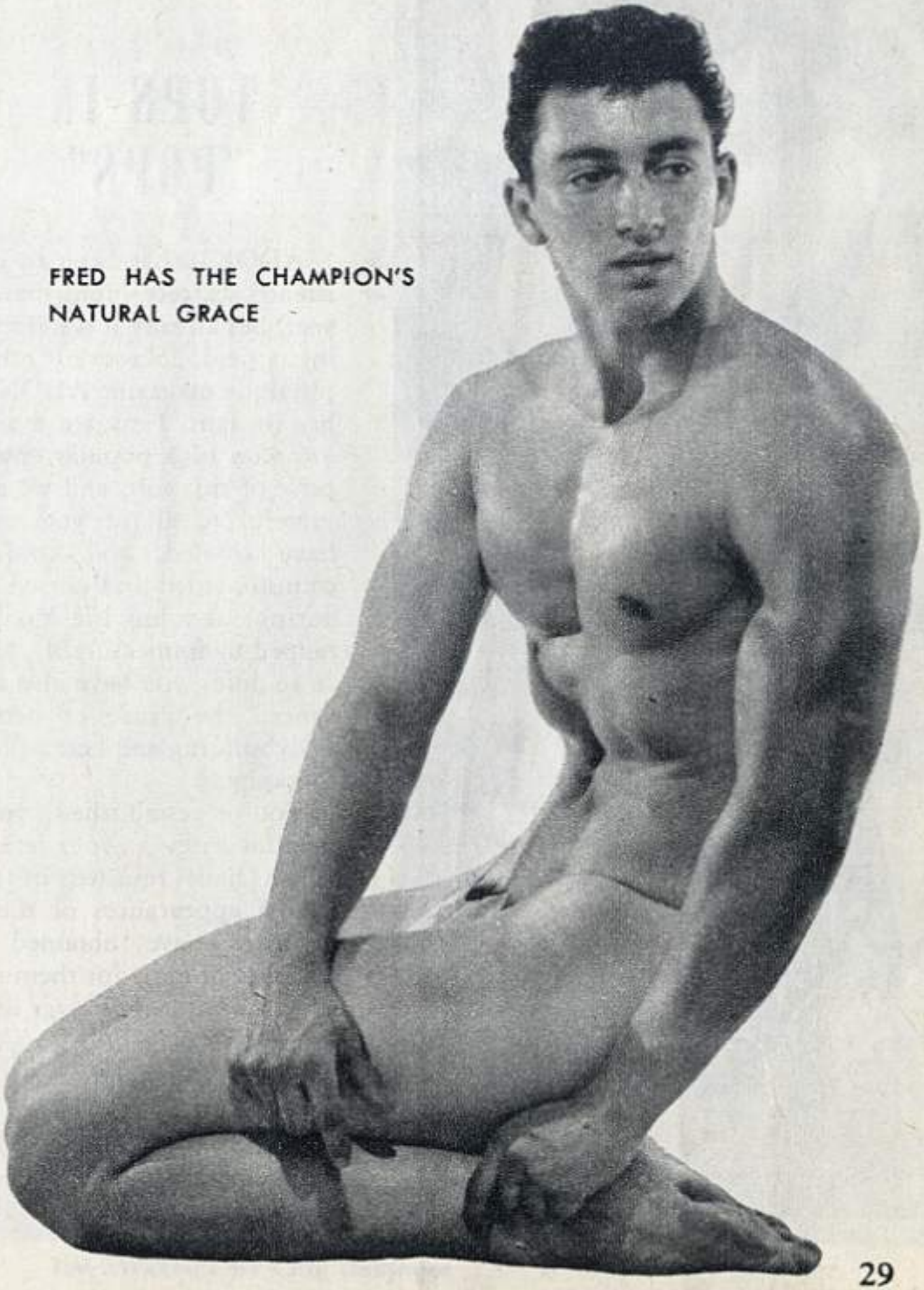


FRED BORTNIK by Sidney *Muscles ripple and flow*



FRED POSSESSES A
STEEL-LIKE LITHENESS

FRED HAS THE CHAMPION'S
NATURAL GRACE



TOPS IN "POPS"

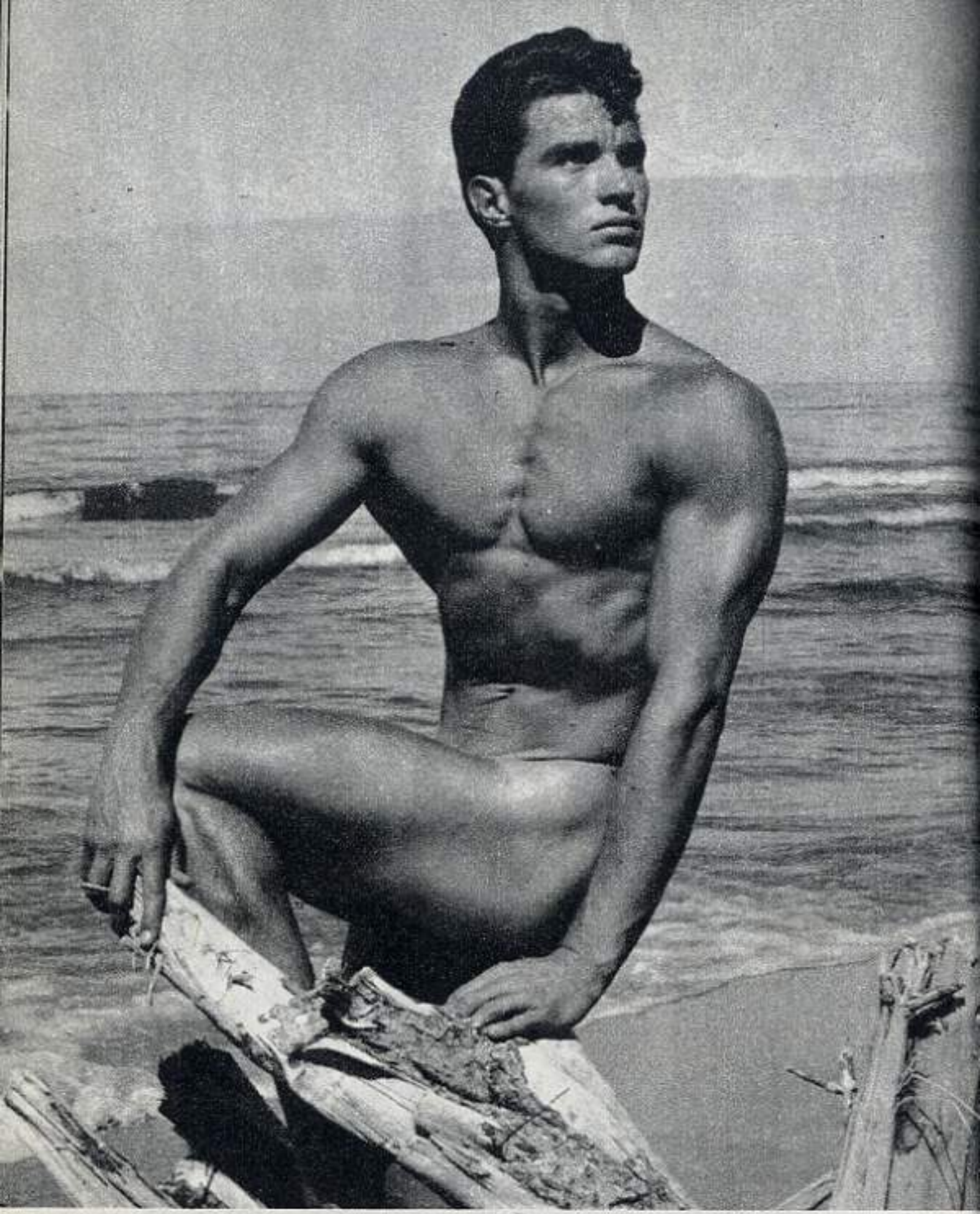
ADONIS has been in existence scarcely more than a year, but already it is a leader in its field. Like every other physique magazine ADONIS has its fans. Fans are a *sine qua non* of a popular enterprise of this sort, and we are grateful to all of you who have cajoled, and chided, complimented and cursed us during our young life. You've helped us immeasurably, and in so doing you have also advanced the cause of better bodybuilding and better photography.

You've established your own favorites . . . your letters which have resulted in repeated appearances of those favorites have obtained a measure of fame for them . . .

(*Continued on page* 46)

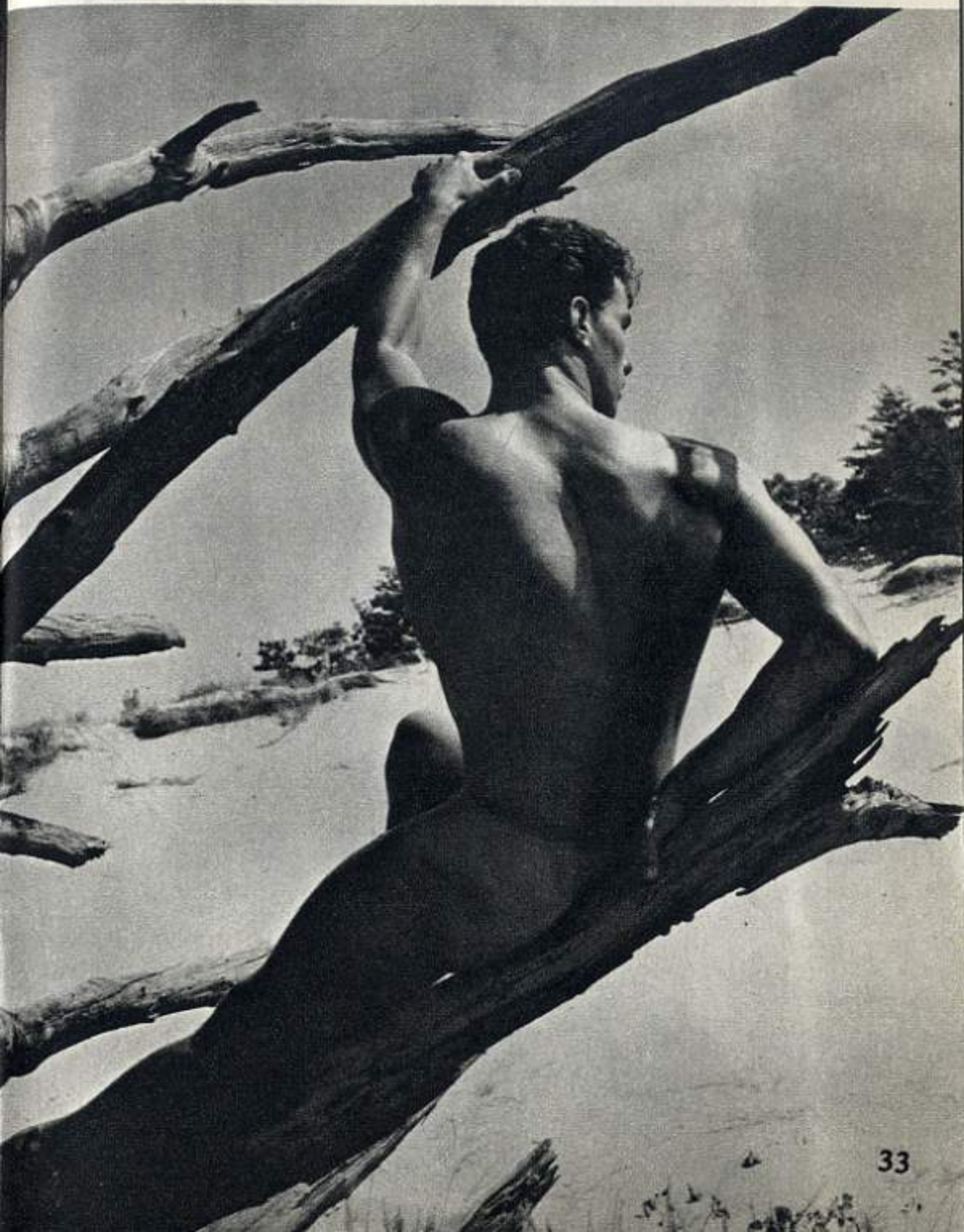
TIM IN A REFLECTIVE MOOD

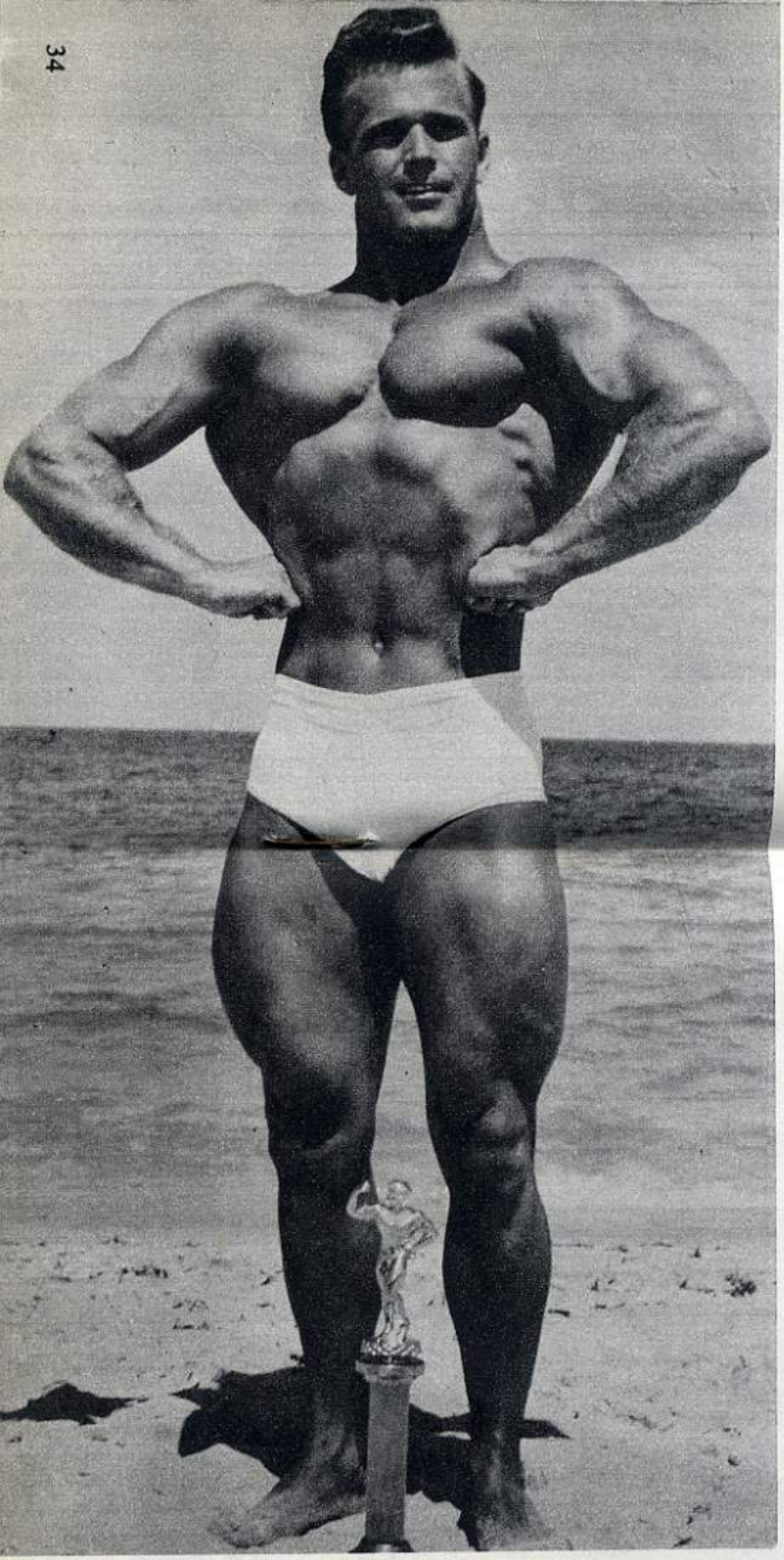
TIM SWEENEY by Cliff Oettinger *In silhouetted summer*



GLENN BISHOP by Bob Delmonteque *Of ineffable grace*

GLENN SEEMS A PART OF NATURE HERSELF





VIC SEIPKE by Bob Delmonteque
Junior Mr. "A" poses with his trophy

SUCCESS STORY

The French would say he is a *"succés fou,"* which means he's simply terrific. And terrific he is, this Vic Seipke. He is a man who literally has everything. Nature lavished on him her most spectacular gifts . . . a fine natural body, abounding energy, zest for life, a sunny smile, a happy disposition, and *muscles! . . . man, he's got muscles for the poor!*

It has been rumored that the Duchess of Windsor's *memoirs* are being published under the rather tongue-in-cheek name "Untitled." If Vic ever sees fit to write his *memoirs* the reverse would certainly be true in his case for "Titled" is what he is, and "titles" are what he continually wins. Here are just a few:

1951—Mr. Detroit

1952—Mr. Central U.S.A. (3rd) and Mr. America (7th)

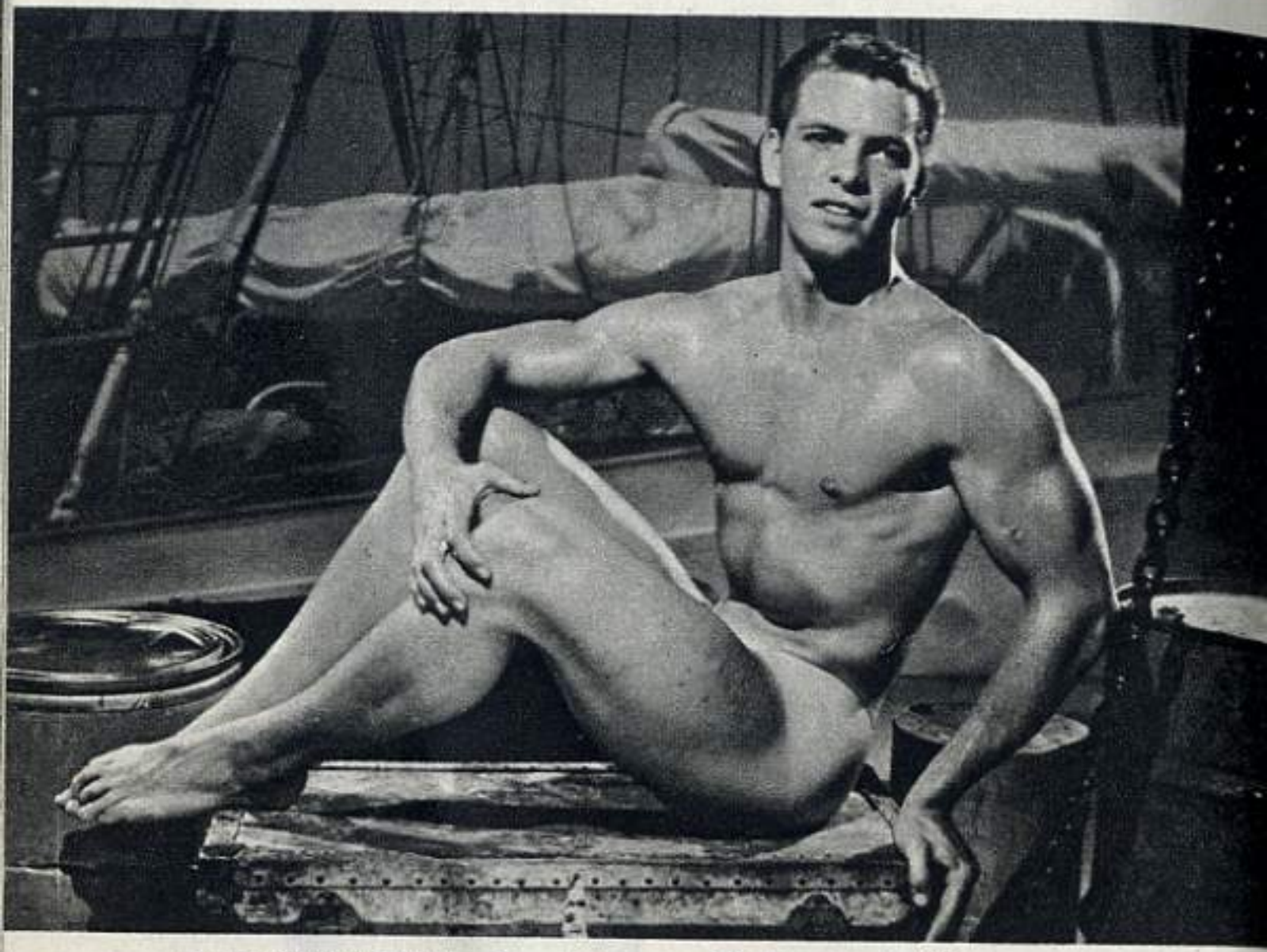
1954—Mr. Central U.S.A. (1st)

1955—Junior Mr. America, and 3rd place Mr. America

(*Continued on page* 56)

AS A ROMAN BEFORE A ROMAN FOUNTAIN

VIC'S ALL MAN AND A YARD WIDE



GARY CARMODY by Rosenberg *Of men and ships*

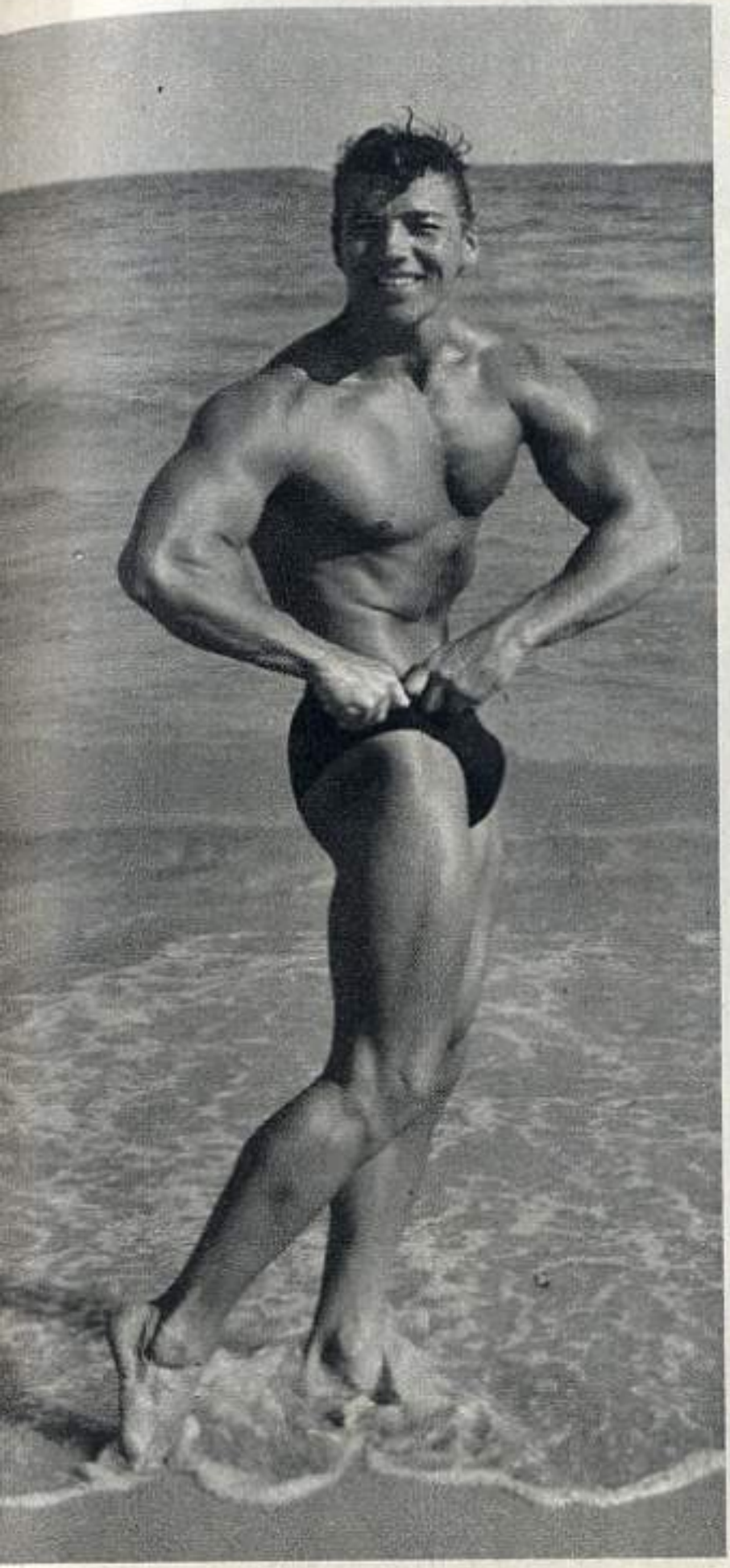
COVER MAN

New faces—new photographers! That's the story this month. On the next few pages you will see the excellent camera work of one Phineas Rosenberg of Columbia, Missouri. Phineas (popularly known as "Pinky"), is renowned for the many excellent physique articles bearing his name which have appeared in various magazines throughout the country.

Pinky has chosen as his subject this month one of the handsomest bodybuilders we have (*Continued on page* 52)

GARY EXULTS WITH THE EXUBERANCE OF YOUTH

SUMMER SOLSTICE



HUNGARIAN RHAPSODY

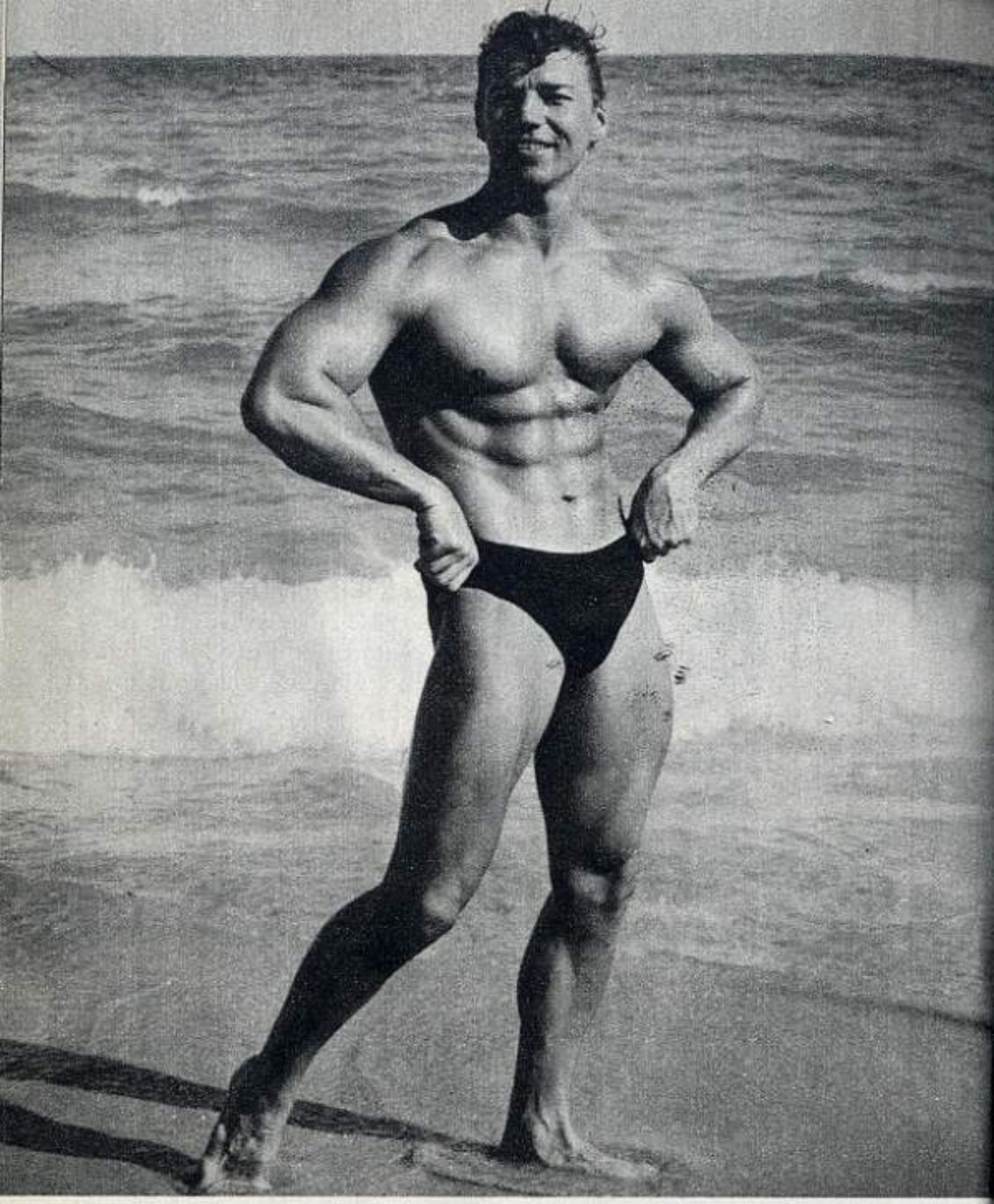
When he was born, his parents christened him Miklos, which in his native Hungary means Nicholas. He's an American now, and is known to one and all as Mickey . . . Mickey Hargitay, Mr. Universe 1955.

It is one of life's little ironies that Mickey, who has appeared twice in Mr. America contests, and who failed to even place in any one of them, had to go abroad to receive the acclaim he so justly deserves. In a sense his victory is the more complete, since the title, Mr. Universe, signifies that he has been adjudged the best built man in the entire world, rather than in just one nation.

The magnificence of the Hargitay physique rests not on some overblown body part—not on massive musculature—not even on muscular girths. He is a worthy

(*Continued on page* 44)

MICKEY HARGITAY
by Bob Delmonteque
Mr. Universe is a smiling champion



MR. UNIVERSE SNAPPED ALONG MIAMI SHORE

MICKEY IN A CLOSEUP SHOT

(*Continued from page* 41)
champion because his body is the sum of all its parts . . . and they add up to an overall symmetry that is breathtaking.

From his tawny head, downward through his virile neck . . . thence through his smoothly muscled broad shoulders, steel-like midsection, to his sturdy thighs and symmetrical calves, there's not a weak spot in the Hargitay physique. Mickey, in short, has everything!

Like his nomadic ancestors, Mickey likes change. Although he is a successful building contractor in Indianapolis, occasionally the showbiz bug bites him, and he's off on a tour with an ice-skating show, or more recently with Mae West's company as one of her 8 International Adonises. Her act is certainly well-named, for as far as Mickey is concerned, he's international, and boy! . . . is he an Adonis!

CLASSIC ELEGANCE IN A MODERN TROPICAL SETTING

Muscles a la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES

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Man and his best friend in 8 poses. Send $1 for catalog #17 to

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Also available, catalogs 1-16 at $1 each, 6 for $5, 12 for $10.

Name.....

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Tops in "Pops"

(*Continued from page* 30)

and we, who publish this magazine are the richer for all your efforts.

Of all the models who have appeared in this magazine, two are at the very top of the popularity rating chart. Every time we have published their pictures you have responded with every degree of enthusiasm from "favorable" to "bravo." These two men are Glenn Bishop and Tim Sweeney.

No one ever seems to get enough Bishop photographs, and Tim is up there neck-and-neck with Glenn in the mail count. Since both of them continue to improve from month to month, their further appearances here are well-deserved.

This month we give you two new studies of Glenn as done by Bob Delmonteque, and two of Tim as seen by the camera of Cliff Oettinger. Hope you like 'em!

"Something new under the sun!"

"Physique fans!...here's what you've been waiting for!!"

FULL COLOR

PHYSIQUE STUDIES OF

8 Great Stars

Each of these striking, full color pictures comes ready for framing — Ideal for gyms, scrapbooks, playrooms — an invaluable aid to the artist, sculptor, and art lover.

ALL photographs in KODACHROME . . . by BOB DELMONTEQUE

Each set contains 8 color photographs
in size 4 x 5 . . . $3.00 in size 8 x 10 . . . $5.00
Size 4 x 5 sold in sets only . . . size 8 x 10 may be purchased separately at $1.00 each
(minimum order $2.00)

BARGAIN DAY!

IN BLACK & WHITE *ONLY*, 5 sets of 12 photos each of Tousley, Bishop, Marcy and others . . . each set $2 or all 5 for $8.
Catalog #ZZ (index) . . . 12 different models $1.00

FULL SIZE MURALS
in black & white unmounted

Size 30 x 40	$13.00
30 x 50	15.00
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Just look at these names!

Leo Robert
Vic Seipke
Norman Tousley
Bob Delmonteque
Glenn Bishop
Richard Alan
Alan & Bishop
Joe Marcy
and
ALL in GLOWING —LIFELIKE COLOR

KEITH STEPHAN

demonstrates the "Bikini" an ultra-brief trunk for private pools and posing, comfortable and attractive $4. State measurements of waist, hips and thighs. Each pair custom made, colors turquoise, charcoal, white, and red. **Catalog of other garments 10 cents. 12 4x5 dbl-wt. photos of Stephan $2.50. 192 stamp size miniatures $1.20.**

ATHLETIC MODEL GUILD
1834 West 11th Street
Los Angeles 6, California.

Send $2.50 for ALBUM YM, provocative photos of this handsome young lad.

PRESENTING LARRY NAVIS

Send $ 1.60 for 4 editions of Physique Pictorial, each containing dozens of full 5x8 physique photos, and drawings on heavy book paper. Send self-addressed stamped envelope for FREE illustrated catalog of physique photos, posing garments, form-fitting T shirts, etc.

ATHLETIC MODEL GUILD
1834 W. 11 St., Los Angeles 6, Cal.

"Zaro"

(Continued from page 20)

our rescue with many more pictures, but very little information.

Said George, "All I can tell you is that he's an extraordinarily fine model . . . very responsive. He was just 19 when these photos were made (that being 2 years ago, Zaro, by Einsteinian calculation would now be 21). He's a full-blooded Italian, and is now in the service of his country . . . Navy, I believe.

"He has a wonderful personality . . . flashing smile, and a glowing pinkish tan coloring to his skin which is like satin it is so smooth. Zaro is the name he goes by . . . no one ever calls him by anything but his first name. He doesn't care for enormous muscles . . . just wants to have the best possible proportions, muscularity, and symmetry."

So to all of you who are "Zaro" fans, here is Quaintance's gift to you.

Thanks again, Mr. Quaintance.

MAYLEN WILTSE by Herb Dixon
Mr. Oceanside and Mr. Salinas (California)

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A terrific new series of poses by

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Mr. Universe 1955

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Esthetically Yours

(*Continued from page* 3)

lenge of SAFARI.

Last year we turned the spotlight on another facet of bodybuilding, the more esthetic art of physique display as related to photography. This, as you know, is well-covered in ADONIS and BODY BEAUTIFUL. So popular have these magazines become, that they are re-published in Great Britain for distribution in Holland, France, Belgium, the Scandinavian countries, and throughout the United Kingdom.

And now we have the pleasure of announcing the birth of twins in our Weider household. AMERICAN BEAUTY and FIGURE AND BEAUTY are our new babies, and they were created especially to bring the secrets of bodybuilding and figure development to the distaff side of our wide audience.

It has long been the desire of our organization to be of the greatest possible service to the greatest possible number of people. With the pub-

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

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Before

After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan .

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Bodybuilding Magazine
"JUNIOR MR. AMERICA"

Fellows! . . . here, for the first time anywhere, is the only magazine written especially for young bodybuilders from 12 to 21!!

• JUNIOR MR. AMERICA is for Mr. America, Junior! An exciting new magazine containing every bit of up-to-date information that the teen-age bodybuilder should know.

• Every month read the training methods of the junior champions!

• Inspirational stories of puny weaklings who have become masters of destiny!

• Full monthly reports on "what's what with who's who" in the junior bodybuilding world.

• Learn 'how to grow taller' . . . 'how to add weight' . . . 'how to clear up your complexion' . . . 'how to build your body'.

• The secrets of the champions designed to show young bodybuilders how to add inches of symmetrical muscle to arms, chest, legs, and back.

• Sensational photos of Teen-America's Greatest Bodybuilders . . . Glenn Bishop, Richard Alan, Clement Desjardins, Steve Wengryn . . . and many others.

• JUNIOR MR. AMERICA, while written for the junior bodybuilder, will be read and enjoyed by physique fans of every age.

Now on sale at your local newsstand. **Ask for "Junior Mr. America," or send 35c to Weider Publications, 16 Hopkins Avenue, Jersey City, N. J. for sample issue.**

lication of AMERICAN BEAUTY and FIGURE AND BEAUTY we believe we have begun to accomplish that end.

JOSEPH WEIDER

Cover Man

(*Continued from page* 38)

seen in many a day. Gary Carmody is the lad's name, and he's as Irish as Paddy's pig.

Gary started bodybuilding about a year ago because, as an artist, he realized that if he expected to build his own body into his conception of the body beautiful, he had to work for it. Also, art work being in the main, sedentary, he wanted to keep physically active.

Gary has painted all his life . . . he has received scholarships to several schools of art, but chose to attend UCLA where he is majoring in that field. Gary believes that symmetry, not size, is of prime importance in developing the body beautiful. To that end he devotes his workouts.

In addition to painting, his other interests include a

PAUL MARIANETTI by George Larrieu
Paul's from faraway Honolulu

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presents handsome

BOB KARAN

in a series of marine studies

Catalog—16 miniatures, only $1
Six 8" x 10" photographs, $5

TOGOF STUDIO

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lively participation in swimming, acting, and music of all kinds. As if these hobbies weren't enough, he is well-known as a model, and is in great demand by various advertising agencies in Los Angeles.

Pinky says that Gary possesses a wonderful personality, and a splendid sense of balance . . . "he never goes off the deep end" to quote the maestro.

ADONIS welcomes Gary and Pinky this month, and looks forward to other fruits of their collaboration.

The Iridescent Adolescent

(*Continued from page* 25)

York came into our offices with a huge supply of photographs. Mr. Sidney is the well-known physique photographer who has his studios at 343 South Third Street in Brooklyn.

"Would you like to see the *new* Fred Bortnik, and the *new* Don Mesel?" he asked.

"New?" we were rather puzzled.

"Yes—*new!* Your readers have been seeing photographs of both these boys for quite some time, but these pictures were made a couple

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- **Improves Health**
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This versatile steel cable home gym set develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

1

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7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."

2 3 4 5

6 7 8

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Canadian Customers, Price $14.00, same fast service from:
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ARNIE PAYNE

Spartan presents Series 14, which includes this phenomenal 16-year-old bodybuilder, and 11 other handsome models.
12 (4 x 5) Matte prints for only $2.50
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EXCLUSIVE . . . a magnificent album of 12 4 x 5's on Arnie Payne for $2.50.
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Sample print and illustrated catalog $1

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LON
of New York
in LONDON
presents
TONY HALL

Tony is one of the many models who appear in the new LON Calendar Photo Album for 1956. Every page is superbly printed on the finest of art paper, and the photographs are in both color and gray photography.
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of years ago. A lot of water has gone over the dam since then, and Fred and Don have made such sensational improvement that they should be shown as they are *now*."

And so to you, our readers, we pass on the visible evidence of the *new* Bortnik and the *new* Mesel. Don is 20 now, and weighs 165 at a height of 5'9". He is majoring in physical education at Brooklyn College, and instructs a class in weight-training at Eastern District YMCA in Brooklyn.

Fred has enlisted in the Army and expects to be inducted very soon. He stands 6 feet tall and weighs a solid 180. Both of them have the look of champions already.

Success Story

(*Continued from page* 35)

Vic says he is determined to win the Mr. America title for 1956, and to that end he's working harder than ever.

Bob Delmonteque who made these fine shots of Vic, and who attended the Mr. America says that it is his opinion that Vic should have won.

Isn't He Handsome!!

do people say this about YOU?

NOW . . . AT LAST!!

YOU TOO CAN HAVE
A HANDSOME FACE
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A GLOWING COMPLEXION

THAT TAWNY, TERRIFIC LOOK OF A MR. AMERICA!

"Handsome IS as handsome DOES!!" Do as the stars do — READ Hal Warner's "YOUR FACE IS YOUR FORTUNE"

Learn the Hall Warner Method of Face Culture . . . exactly as used by the leading male stars of screen and television, and by many of today's leading bodybuilders.

LEARN HOW TO

TREAT your skin internally with the famous Hollywood Super-Protein Diet. **REBUILD** your face through the Warner System of Facial Exercise. **CARE** for your skin externally with three of science's most advanced contributions to masculine good looks. . .

the course of the champions

HAL WARNER'S . . .

DEEP PORE SKIN CLEANSER
DOUBLE VITAMIN THERAPY CREAM
LIQUID "MASQUE OF YOUTH"

Created ESPECIALLY FOR THE MALE SKIN, these MIRACLE AIDS TO SKIN PERFECTION are almost magical in their effect when used with the Warner Method of Face Culture.

In this course everything "from the collar up" is discussed by Mr. Warner . . . the care of the hair — hair arrangement — care of teeth — in short every avenue to male good grooming is explored.

PRICES: The course "YOUR FACE IS YOUR FORTUNE" alone is $3. The course plus the THREE MIRACLE AIDS TO SKIN PERFECTION IS $10, taxes and postage prepaid.

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Featurette of Carl Scheidow contains 10 4x5 doubleweight matte prints. Price: $2.20 prepaid. For Airmail add 15¢. General assortment of 35mm color slides or stereo color slides. Six slides for $3.25, twelve for $5.50 prepaid. For Airmail add 20¢. Five selected 4x5 photos (five different models—single and dual) for one dollar.

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for the artist and collector we present new teenage model

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in set No. A-8 (four 4x5 prints) for ONE DOLLAR.

General catalog No. 1 available for $1.

ARTCRAFT

1539-A Folsom, San Francisco, Calif.

long distance swimmer who keeps up this phase of the sport well into the late fall and winter months.

In addition to his marathon athletic victories, Vic's a marathon eater as well. In a friendly contest recently, he ate 147 jumbo shrimps at one sitting, and still had room for a quart of milk.

His measurements as you see them in these photographs are as follows: Height 5'10", weight 190. His neck and arms are an identical 18¼" in girth . . . his magnificent chest of 49½" flows in a beautiful masculine taper into a 31" waist. His sturdy

Vic, as we have said, was given a strong responsive body by Mother Nature herself. He was already a star football player with the Denby High School State Championship Team when he took up weight training at the age of 17.

Now 23 years of age, and a lieutenant in the Detroit Fire Department, Vic keeps up a lively interest in his adolescent athletics. He runs 100 yards in 10.7, and is a

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

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Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you **will** gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

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LIQUID—1 pt. (1 month supply) ....$ 3.85
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25½" thighs are accentuated by symmetrical calves of 16½".

While it is not our policy to root to victory any Mr. America contestant, we do honestly believe that if anyone deserves that coveted title, Vic Seipke does.

Golden Days

(Continued from page 5)

little incident concerning this handsome young French physique star.

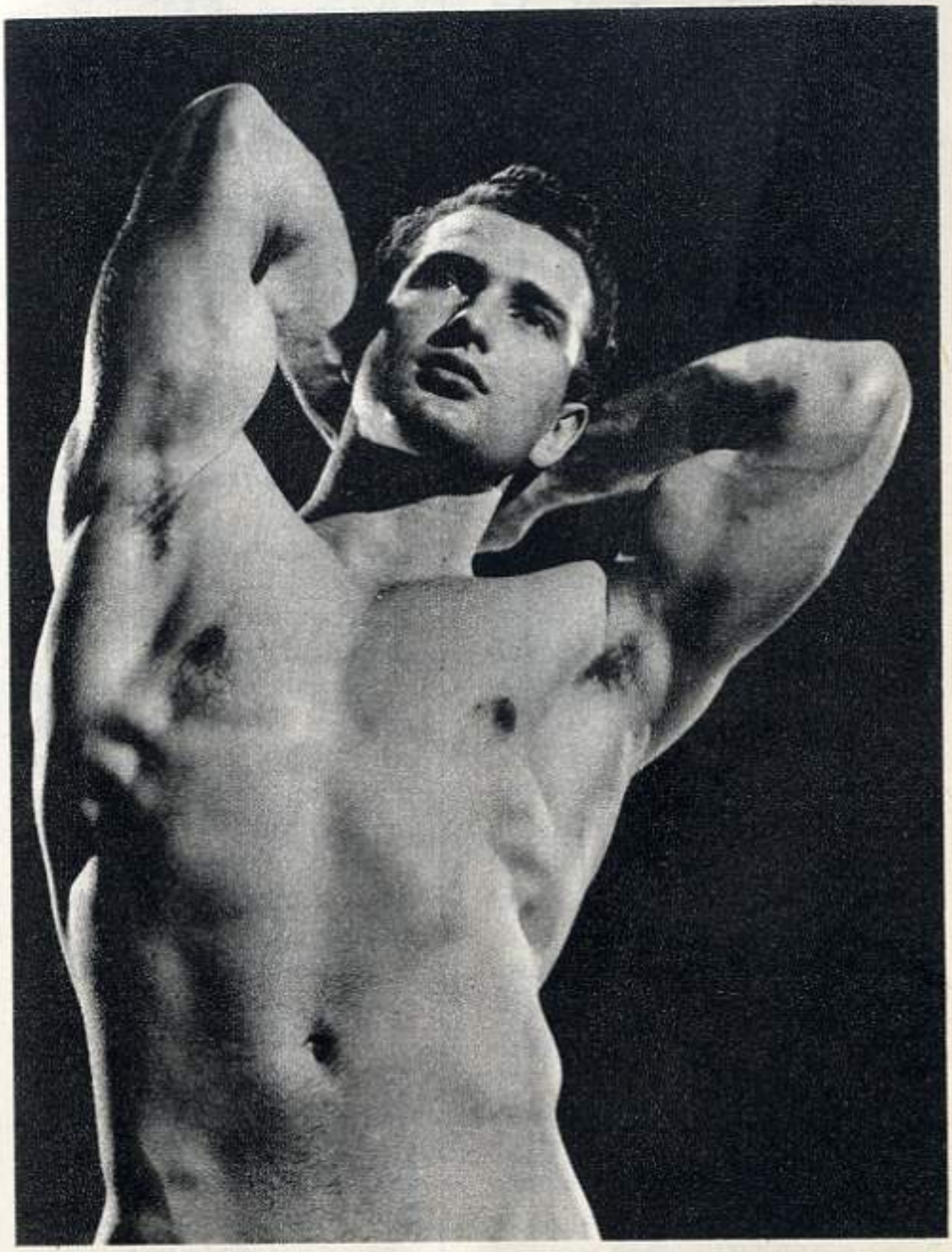
Three or four years ago he was in the United States on a visit, and during one of the Mr. North America contests, sponsored by the publisher of these magazines, Robert Duranton was invited to appear. What an impression he made!

On the stage were Clarence Ross, Jack LaLanne, Armand Tanny, Abe Goldberg, Marvin Eder, Leo Robert, and dozens of other great figures. Yet, amidst all this spectacularly - developed muscle, Duranton stood out.

As Marvin Eder later said to us . . . "What is it that man's got . . . he's just terrific! He's got a quality I've

JACK HARRIS by Athletic Model Guild

Jack's a Los Angeles fireman



mean?"

"I mean that the kind of a person he is "inside" shines through like a lamp. Notice the golden glow that seems to surround him. Here you have a man of superb inner health . . . who has magnificent control of his body and his thoughts. He is a man who cannot find fault with anyone, and sees only good in everyone. He simply could not show it if he were not that way. That glow that seems to shine through that tawny satin skin *is* the Duranton. His muscles and handsome physique merely provide a showcase for that luminous quality!"

We hope you like this brief gallery of Robert Duranton . . . Mr. France, 1948 and "Le plus bel áthlète du mond, 1948". They depict never found in any other bodybuilder."

An artist who had known Duranton in Paris, and who had been making sketches of the athletes during the contest, quietly spoke up . . . "The man is translucent!"

"Translucent!" exclaimed Marv . . . "what do you

various stages in his life from the age of 18 to his present age of 30.

Having won every honor for physical excellence given by his country, Duranton has founded his own gymnasium in Paris. Tomorrow's French physique stars may well find the way to stardom through the inspiration of this magnificent young athlete.

The "Spartan" Life

(*Continued from page* 14)

you through these pages, together with a cavalcade of some of the models he has coaxed to fame.

Spartan, as the name suggests, is Greek. There is an echo of his famous ancestors that is felt, rather than heard, in each of his works. The richness of the Greek tradition is everywhere present, and the suggestion of arrested motion pervades his every photograph.

This perhaps stems from the fact that Spartan is not only a devotee of the ballet, but has photographed just about every famous *danseur* and ballerina of note. Steeped

portraiture is clearly evident in all his art studies.

Located on the West Coast, Spartan is in the midst of the ebb and flow of the great and near great. One day finds him photographing Ed Fury . . . next day some star of the Sadler's Wells Ballet . . . and the following day, perhaps a complete unknown . . . unknown, that is, until the inspired art of his camera throws him into the spotlight of fame.

The models accompanying this sketch are but a few of the many fine physiques who have come before his camera. Some of them you may never have heard of . . . perhaps you may know one or two by sight. But whoever they are, and whatever they may become, they are the greater and more famous through having been touched by the "Spartan" life.

Vulcan Rampant

(*Continued from page 9*)

new *atelier* at 125 East 39th Street, only a three-block walk from Grand Central Station, in midtown Manhattan.

Tony writes that he gives Joe Weider and the BODY BEAUTIFUL publications full credit for the success of his enterprise. His work has appeared exclusively in ADONIS and BODY BEAUTIFUL magazines. Says Tony . . . "although many kind people have helped me in this venture, I must say that it would not have been the success it is had it not been for the discovery and the nurturing of the spark of creativity that has inspired my

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of London

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PETER HOMES

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AMAZING Weider Formula #7 is specially prepared for all men . . .

- Who find loose hair on their combs
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WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

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Gentlemen:
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(*Continued from Page* 15)

work . . . an inspiration stemming from Mr. Weider, and from the editors of his magazines.

"I believe that each person must be photographed and handled differently if we are to see him at his best. I try to portray his best features, and shoot him from the most flattering angles. I suggest relaxed body poses for the average figure . . . flexed muscle poses for the *physique magnifique,* and head shots for the handsome faced boys.

"I am not one who believes that a model must have a 50" chest, nor be a "Prince Tiny-waist" of 27". He need not have 26" thighs, nor biceps that look like melons.

"There is a quality of personal beauty in every man . . . beauty that he may not know he possesses . . . that is what makes it such joy to be a physique photographer, when, just by the simple click of the shutter, you can show to him a handsomeness of body, an outstanding feature of face, or a wealth of personality and inner glow that he never knew was there.

"It has been my pleasure to photograph such fine, and such varied physiques as Steve Wengryn, Jack Weisberg, Jack de Marco, Julius Acosta, Bob Bishop, and Lou Greco. All of these have regularly appeared in ADONIS and BODY BEAUTIFUL magazines.

"This month I take pride in presenting two young men in a series of dual poses that I hope you will like. They are Wayne Sullivan, 20 years old of Toronto, now resident in New York; and Bill Rudolph, 21, familiar to residents of the Greenwich Village area in New York where he is associated with Howard Johnson's.

"Both the posing and the physique of each boy is noteworthy. In joining their talents they achieve a desirable symmetry and singleness of purpose."

Photographically Yours

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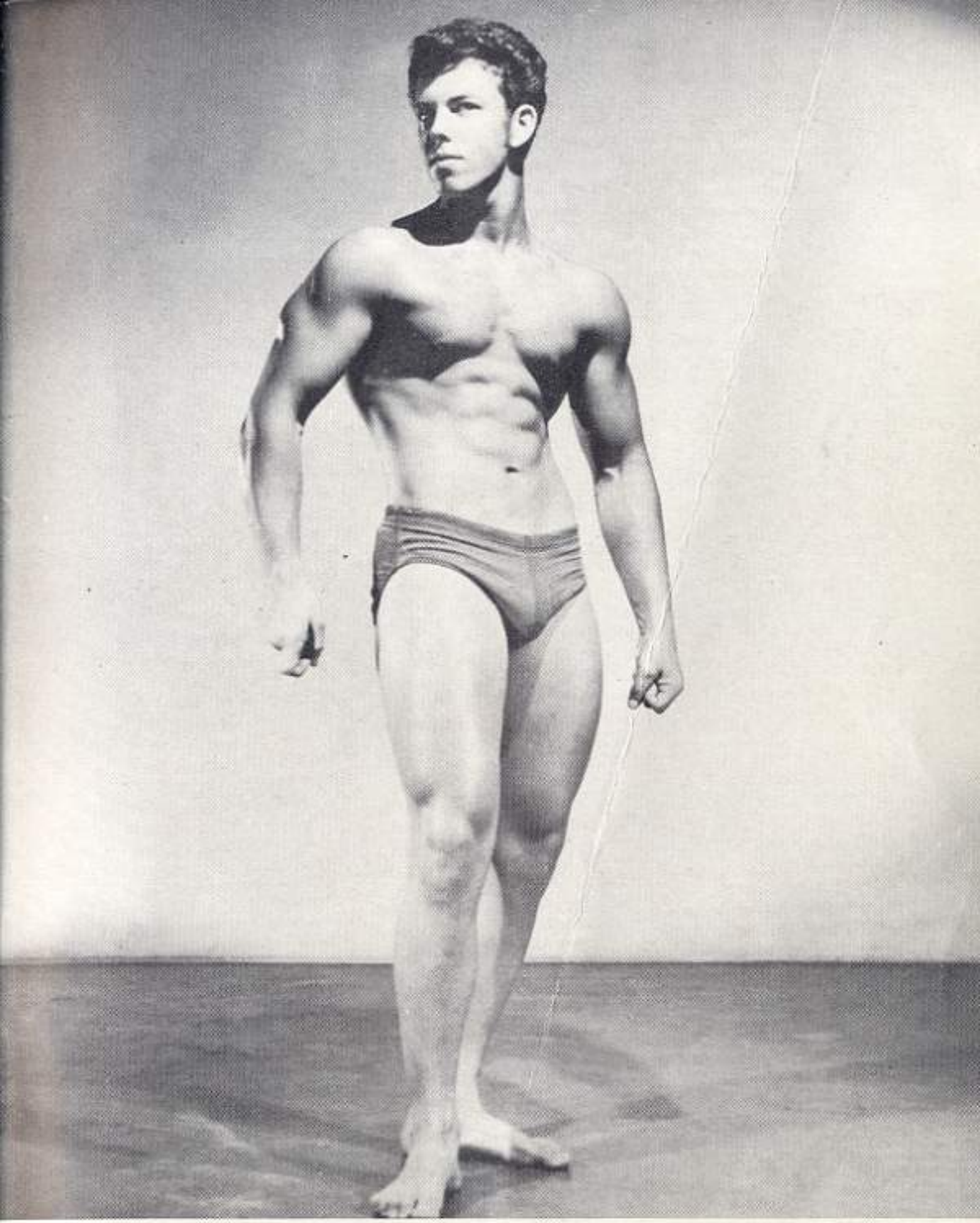
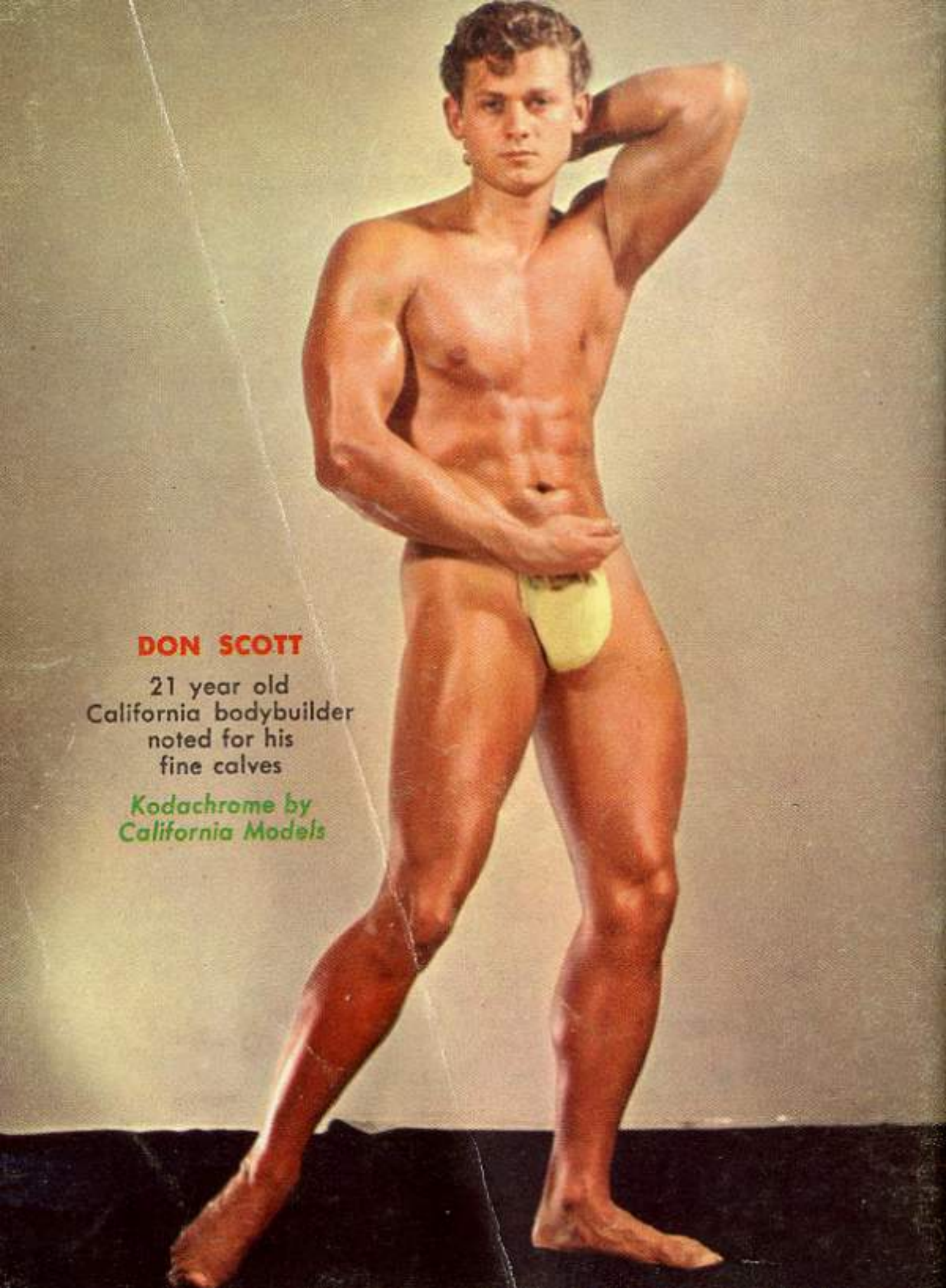


ARNIE PAYNE by Spartan

Arnie improves with every photograph


DON SCOTT
21 year old
California bodybuilder
noted for his
fine calves
Kodachrome by
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